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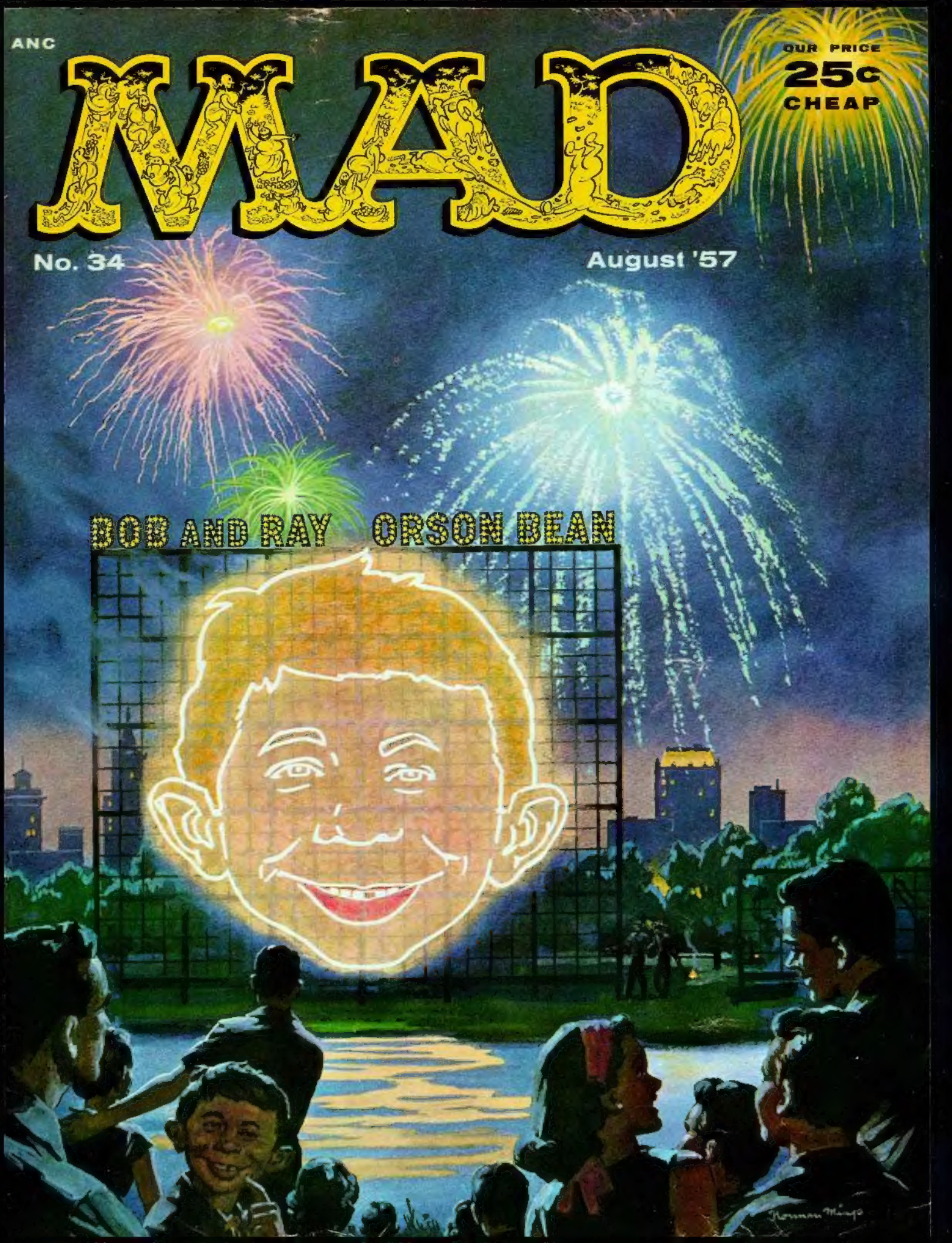
MAD

OUR PRICE 25c CHEAP

No. 34

August '57



WE'RE LOOKING FOR PEOPLE WITH ABILITY TO DRAW

Say 12 of America's Most Famous Idiots

WILLIAM M. GAINES
ALBERT B. FELDSTEIN
JOHN PUTNAM
JEROME DE FUCCIO
NICHOLAS MEGLIOLA
WALLACE WOOD
ROBERT J. CLARKE
NORMAN MINGO
DONALD MARTIN
JOSEPH ORLANDO
FRANK KELLY FREAS
GLORIA ORLANDO

If you have the ability to draw, we are looking for you. Do you know that many men and women have hidden assets they never dream of? Do you know that we at MAD dream of those hidden assets all the time? Are you one of these people? Do you have the ability to draw? We of MAD would like to encourage you. C'mon, all you people. Let's draw. Let's draw on those hidden assets. You can't take it with you! C'mon, you no-good cheapskate bums! Draw!

DRAW $2.00 OUT OF THAT BANK!

SUBSCRIBE TO MAD TODAY!

MAD SUBSCRIPTIONS
225 Lafayette Street
New York 12, N. Y.

You have encouraged me to draw on my hidden assets. Here's $2.00 I drew myself. Enter me as a subscriber to MAD and send me the next nine issues for the price of eight. Which still makes me a no-good cheapskate bum!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NUMBER 34 AUGUST 1957

MAD

"Strange that a man who has wit enough to write a satire should have folly enough to publish it."—Benjamin Franklin (1706-1790)

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
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COLLEGE DEPARTMENT
A Collection of "Collegiate Whimsey" 30
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VITAL FEATURES

COATS OF ARMS 2

MAD recalls the past and designs coats of arms for some famous modern people in the heraldic tradition, whatever the heck that is.

WEDDING ALBUM 6

Here's one wedding album that won't inspire you to marriage, mainly because it's got pictures taken 6 months after the ceremony.

MR. SCIENCE 12

Bob & Ray's take-off on a popular program teaches us a lesson in science, and teaches them a lesson in allowing **MAD** to print it.

FUTURE DRIVE-INS 17

This article on drive-ins will please the people who hate to leave their cars, and will tickle the people who hate them drive-ins.

MODERN FURNITURE 20

A look at today's extreme furniture designs, where the form follows the function, and the gullible follows the latest trend.

IS BASEBALL RUINING CHILDREN? . 26

Self-appointed expert on juvenile delinquency says: "Eliminate baseball, end crime!" We say: "Eliminate all self-appointed experts!"

TWO CHINESE FELLAS 35

Orson's routine about the two Chinese fellas who go into an American restaurant and finally get even for all those cliché gags.

TV GUISE 41

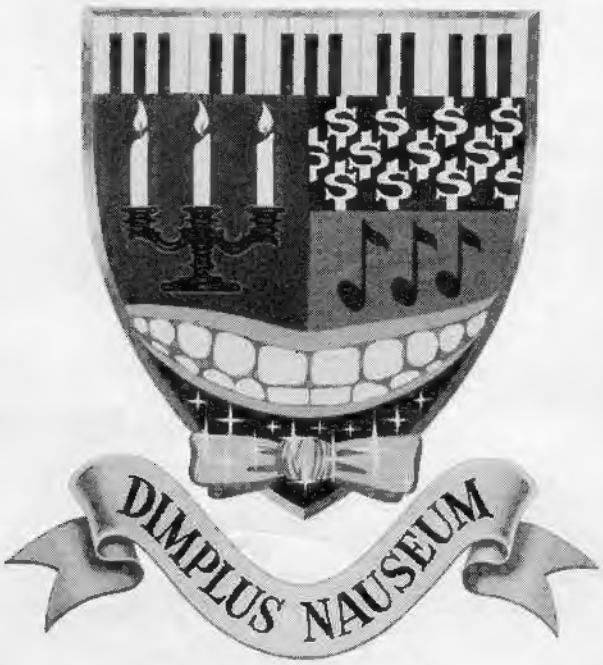
This article, about a magazine which tells what's on TV so you can avoid it, tells what's in the magazine so you can avoid that.

Ye Olde Heraldry Departmente

In the Middle Ages, when you got rich and famous because you could swing a sword faster and better'n the next guy, you got yourself a coat of arms. Every symbol in your coat of arms meant something. Your coat of arms told all about *you* . . . whether you were cowardly or brave, weak or strong, ignorant or stupid. Below the coat of arms was your family motto, usually in Latin so nobody would catch wise. Most coats of arms hung on the walls of old castles, above old fireplaces, next to old broadswords, old paintings and old enemies. Today, hardly anybody who gets rich and famous gets themselves a coat of arms. And today, just because hardly anybody does it swinging a sword is no excuse. So we offer some rich and famous people these . . .

MAD

Liberace



Greta Garbo

Jack Webb

Betty Furness

**Kissing is how young ladies acquire husbands . . . or germs . . . or both.

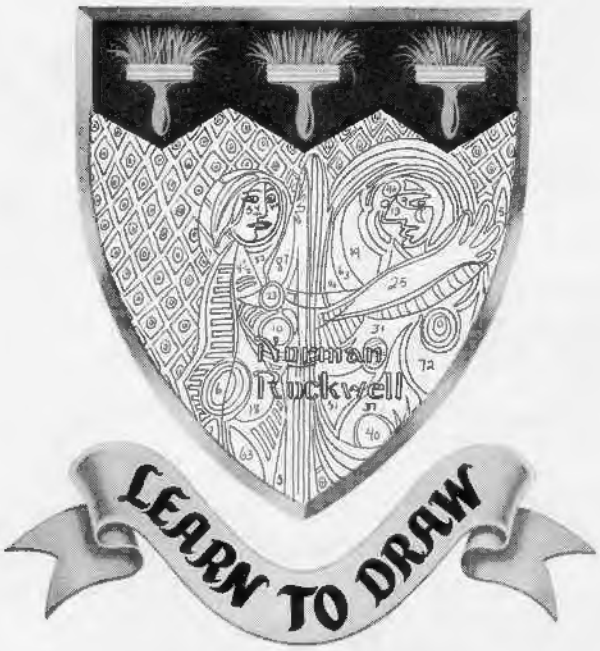
COATS OF ARMS

PICTURES BY KELLY FREAS

Elvis Presley

Marilyn Monroe

Norman Rockwell

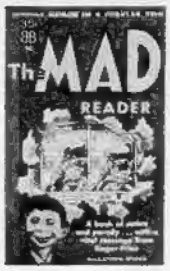


Alfred E. Neuman

Now...

MAD POCKET-SIZED BOOKS

FIGHT MISERY FOUR WAYS



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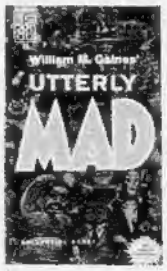


4

1. THE MAD READER . . .
combats nausea resulting from ordinary reading material.

2. MAD STRIKES BACK...
soothes painful headache that comes from The Mad Reader.

3. INSIDE MAD . . .
goes to work on high fever brought on by Mad Strikes Back.

4. UTTERLY MAD . . .
gives you lasting relief, destroys your mind altogether!

SO WHY BE MISERABLE? TRY MAD POCKET-SIZED BOOKS

MAD POCKET DEPARTMENT

225 Lafayette Street
New York 12, N. Y.

I'm miserable and I want relief! Send me the book(s) I've checked:

No. 1 The MAD Reader ..... ☐
No. 2 MAD Strikes Back ..... ☐
No. 3 Inside MAD ..... ☐
No. 4 Utterly MAD ..... ☐

I enclose:

40¢ for one ..... ☐
75¢ for two ..... ☐
$1.00 for three ..... ☐
$1.25 for four ..... ☐

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

AXOLOTL

The use of "Axolotl" throughout the mag rang a bell, and we finally came up with this poem by David McCord:

The Axolotl
Looks a littl
Like the Ozelotl.
Itl
Drink a greatl
More than whatl
Fill the fatl
Whiskey Bottl.
The food it eatsl
Be no morsl;
Only meatsl
Drive its dorsl.
Such an awfl
Fish to kettl!
You said a mawfl,
Pop'epetl!

Continue your campaign against sanity and may you never grow old.

Ralph Marcom
Dandy Jim Lightfoot
Herb Humphries
KGVL Radio
Greenville, Texas

PHONE NUMBER

In your "Super-Duper-Market Sale" ad, you gave Cynthia Ham's phone number as: QU-2-9970. There is no "Q" on the telephone dial.

Mel Rosch
New York City

It could not possibly be her telephone number. There's no "Q" on the dial!

Herb Savage
Chicago, Ill.

That's funny! There's a "Q" on MAD's phone. We call Cynthia all the time.—Ed.

BACK ISSUES

COLLECTORS, PLEASE NOTE: A limited number of issues 24-28, 31, 32, & 33 of MAD Magazine are available at 25¢ each. With every order of $1.00 or more, we will include a rare item, a beat-up copy of the very first MAD, issue number 1 .

HALL OF SHAME

Why, if Edgar (Monk) Simian has seven fingers on his right hand, did you show a picture of a left-hand glove with seven fingers on it?

Sandra Glaver
Shreveport, La.

Glove shown in picture is left-hand glove. How come, if Edgar had seven fingers on his right hand?

Mike Hanner
Kenilworth, Ill.

Left-Hand Glove?

You say Edgar has seven fingers on his right hand, and yet you show seven fingers on a left-hand glove. Why?

Jim Robinson
Swarthmore, Pa.

Little known fact about Edgar (Monk) Simian is: He was a superstitious lefty who always wore his glove inside out.—Ed.

COWBOYS

I thought the article you published called "The Truth about Cowboys" was the most moronic, ridiculous, and untrue statement ever published. What are you trying to do to today's youth? Stop filling their heads with these *lies!*

Gene Autry
Hollywood, Calif.

I wish to compliment MAD and Henry Morgan for their superb job in telling "The Truth about Cowboys". I feel all kids should know these facts. Keep up the good work!

Tonto
No Address Given

NOW! IN FULL COLOR

"WHAT—ME WORRY?" kid reproductions in full color, suitable for framing and patching colored wall paper are now available for 25c. Mail money to: Dept. "What—COLOR?", c/o MAD, Rm. 706, 225 Lafayette St., N. Y. 12, N. Y.

STRANGELY BELIEVE IT

You state that bats have poor eyesight. Surely you mean "young" bats. My mother-in-law has excellent vision, and she's an "old" bat!

Czech Poydence
Cleveland, Ohio

You stated that Mrs. Regina Buttles has a shape like a pear. It's her *husband* who's shaped like a pear. Mrs. Buttles is shaped like a *banana!*

Sammy Crisafulli
San Jose, Calif.

You think Mrs. Buttles is strange? My neighbor, Miss Gina Lolavavoom grew a pear in the shape of a pear, and *she's* shaped like a tomato! *Some tomato!*

Don Durwood
Los Angeles, Calif.

I have been to Italy, and I know! The tower of Pisa does not lean, *true!* But neither do the *people* of Pisa lean! The *ground* in Pisa leans!

Jim Reynolds
Anniston, Ala.

"Strangely Believe It's" Herman K. Youngblood has not been tied in a square knot all these years! The knot pictured is a "granny"! Who's head Boy Scout up there? Hand in your merit badge sash!

Sandy Nelson
Glen Rock, N. J.

No Square Knot?

Any fool can see Herman is not tied in a square knot, but a common everyday "granny". Who's covering up?

Wally Kurstan
Collingswood, N. J.
Troop 105, B.S.A.

It's an overhand knot! Weren't any of you Boy Scouts, or wouldn't they let you in?

John Runcie
Maplewood, N. J.

VENDING MACHINES

In the "Auto-Vend", you show a small slot under a car which says "Lift out here". What I want to know is, how do you lift a Cadillac out of such a small slot? In fact, how do you lift a Cadillac?

Harley Lond
Los Angeles, Calif.

How?

How would you get a car out of such a small hole?

Ed Schwartz
Skokie, Ill.

So who said "Future Vending Machines" will be perfect?—Ed.

I took a chance on the mystery slot in the "Wife-O-Mat". Quick, tell me where I can find a "Divorce-O-Mat"!

James Briggs
Westport, Conn.

In your Spring issue, you had an article on "Vending Machines of the Future". Where will prospective customers get all the change they'll need?

Stan Ginden
Rochester, N. Y.

From a "Vend-O-Change", naturally!—Ed.

REPLIES

I notice that when you reply to a letter, you always sign it "Ed.". What is your *last* name?

James Stephens
New Port Richey, Fla.

So happens "Ed." is our last name! Our first name is "Howsyourmom".—Ed.

HIGH SCHOOL DANCE

I cannot tell you how much I enjoyed your recent article on the "High School Dance". It was indeed a witty and brilliant piece. I appreciated it immensly and chuckled all the way to the Mayor's office. But he wouldn't ban the magazine.

Superintendent of Schools
No Address Given

POTRZEBIE SYSTEM

At first glance, Don Knuth's article, "The Potrzebie System of Weights and Measures", made my heart beat 5 kovacs faster, and my temperature rise to 500 degrees smurdley. However I quieted down after eating a Baker's MAD piece of Halavah, washing it down with some ngogns of Padst Red Ribbon (Urrp!), and sleeping the whole mess off in a couple of cowznofskis.

Bob Mason
Santa Monica, Calif

Being an orderly housewife, and of sound mind, I tried the new "Potrzebie System" on a favorite recipe. After baking at 1666.6° smurdley for 30 kovs, I turned out one grunch and an eggplant over there.

Marion Davison
E. Alton, Ill.

FOREIGN MOVIES

Who goofed? "The G.I. in Rome" scene of "Foreign Movies" shows the leaning tower of Pisa in the background. I'll bet the residents of Pisa will be surprised to learn that their tower is now in Rome. Let's get on the ball!

Vince Schommer
Hayward, Calif.

The leaning tower of Pisa is not located in Rome! Clods!

Emory Todd
Bala-Cynwyd, Pa.

Leaning Tower?

In "Strangely Believe It", you state that the leaning tower of Pisa does not lean. Then, in "Foreign Movies", you show a tower in Rome resembling Pisa's tower, leaning! What's the story?

Ted Thompson
New Canaan, Conn.

Story is: That is *not* leaning tower of Pisa, which doesn't lean; that is leaning tower of *Rome*, which *does* lean!—Ed.

Please address all correspondence to: MAD, Room 706, Dept. 34, 225 Lafayette Street, New York 12, New York.

**"A loan shark has his money all lied up in cash.

OH, PROMISE ME DEPT.

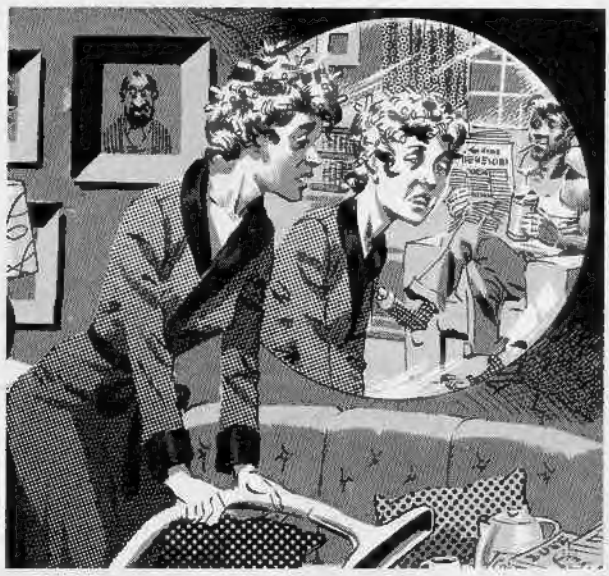
WED

This next article is published as a service to all MAD readers who are not yet married. (MAD readers who are already married can read this article and weep!) Next time your buddy shows you the souvenir album of photos taken at his wedding, and it starts giving you romantic notions, hold on, Brother! Because we saw one of them albums recently, and it gave us an idea. So we sent MAD's crack photographer, Wally Balloo, out to take some follow-up shots. Here, then, compared to the original pictures, are the ones Balloo took of the same "happy couple"... six months later! Now, maybe you won't get taken in by that...

THE BRIDE DRESSING...

Here she is . . . the Bride-to-be . . . getting dressed for the ceremony with her hair just right, her make-up perfect, her nails polished and her seams straight. This is a wedding album picture to be treasured because the groom will rarely see her like this again. What he'll mostly see is his bride as Wally Balloo caught her.

SIX MONTHS LATER...



THE FATHER GIVES AWAY THE BRIDE...

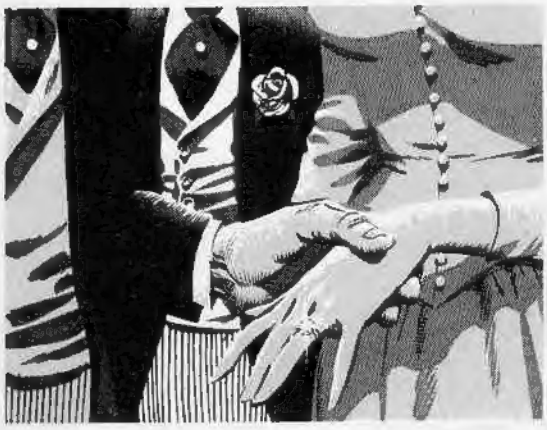
And here's her old man . . . giving her away. For three years, he's been pestering her to get married. Now, he's all choked up because his baby-doll's leaving home. It's a touching picture, but don't fall for it! Because the whole routine is a set-up for the next act . . . caught by astute Balloo . . . when the old man moves in.

SIX MONTHS LATER...

**Before falling in love with a pair of bright eyes, make sure it's not the sun shining through the back of her head.

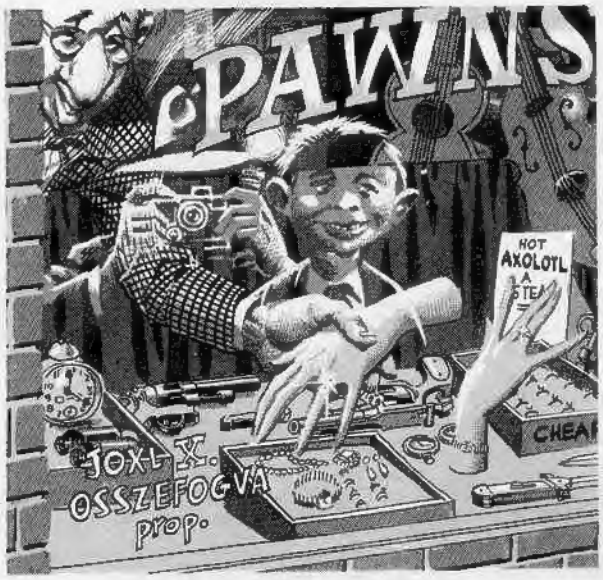
DING ALBUM

THE WEDDING RINGS...



You know this sentimental shot of "her" hand in "his", showing that rock the groom almost killed himself getting for his bride? Well, old Wally had to go clear across town for this shot of the hock shop, where that very same rock ended up in 6 months, after the groom almost killed himself getting it away from his bride.

SIX MONTHS LATER...



THROWING RICE...

Get this shot of bride and groom dashing down steps of church beneath shower of rice thrown by beaming friends. Nice picture for a wedding album, but it only happens once! What happens much more often is what Balloo caught . . . husband dashing down steps of house beneath shower of dishes thrown by screaming wife.

SIX MONTHS LATER...

THE FIRST WALTZ . . .

SIX MONTHS LATER . . .

Here's the picture taken when the lights are low, a spotlight is on the dance floor, the band strikes up "their song", and bride and groom start the first waltz. And here's Balloo's shot of the second waltz, taken after a six month intermission, when he dropped in on the "happy couple" unexpectedly during a battle royal.

THE WEDDING CAKE . . .

SIX MONTHS LATER . . .

This wedding album shot never fails to appeal to a guy's need to be taken care of . . . the one of the groom at the table, with the bride lovingly feeding him a hunk of wedding cake. Don't let it get you, man! Because within six months, it'll be like this . . . you at the table feeding yourself while she lovingly watches TV.

**College is that warm place between high school and a hasty marriage.

KISSING THE BRIDE . . .

It's a charming souvenir, the wedding album shot which catches the happy groom looking on proudly, while the best man kisses the bride. But crafty Wally's shot, taken six months later, isn't so charming . . . the one of the shocked groom's unexpected arrival home, which catches the same best man again kissing the bride.

SIX MONTHS LATER . . .

ACROSS THE THRESHOLD . . .

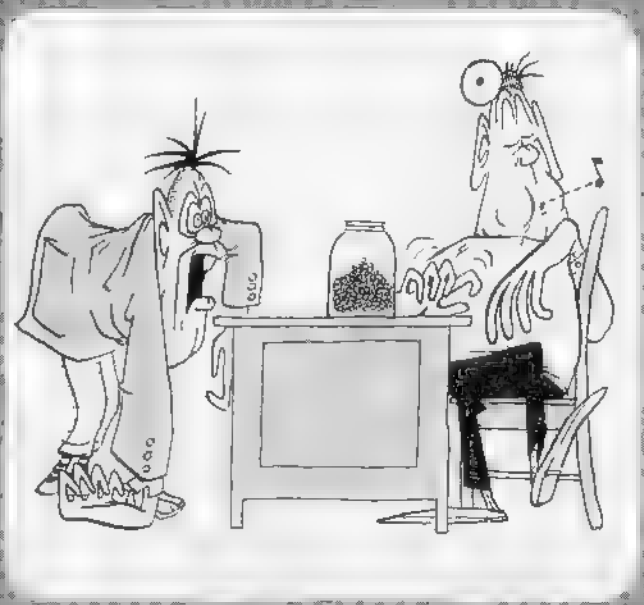
By now, you female MAD readers must be boiling. Well, cool off! You can be taken in, too! Like the wedding album picture that always gives you a rise . . . you know, the one where the groom carries the bride across the threshold. Honey, it's the last time he'll ever do that! From then on, it's like Wally's picture here.

SIX MONTHS LATER . . .

SOFT-SELL ADVERTISING

We'll be back to MAD in a minute gang. Now, it's time for the commercial, and yet another sickening example of what we're in for if this trend toward clever, humorous, soft-sell advertising continues. So here we go with this issue's . . .

FUTURE TV AD



I'm afraid your husband is dead, Madam! He had worse than recalcitrant plebney. He had "plague"! We've got to get out of here . . . FAST!
Yes, Doctor, But . . . HOW?

THE FASTEST WAY TO GO ANYWHERE, OF COURSE!
KLM

People in "Dutch" depend on KLM for the prompt, courteous, and safe way to "get out of town"!
Afghanistan . . $495 . . . one way!

BOB

BOB & RAY DEPT.

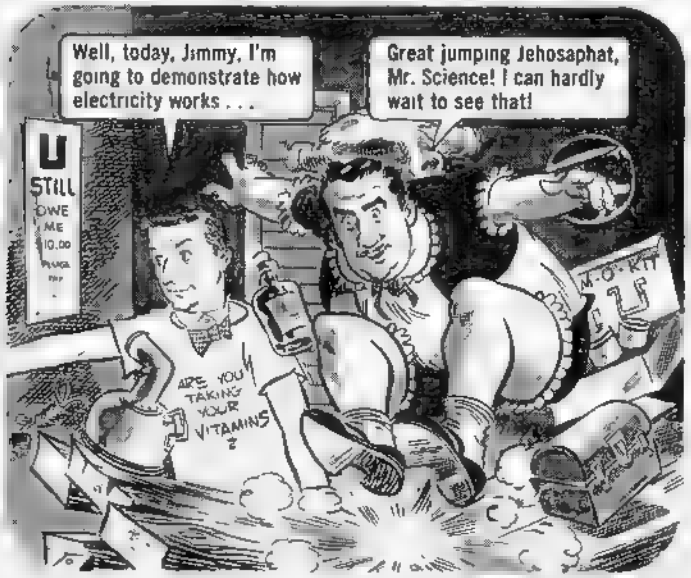
Bob Elliott and Ray Goulding (Mutual, 5:00 PM, EDT) have been delighting listeners for years with zany take-offs like "Mary Backstage, Noble Wife", "Wyatt Sturdley, Frontier Marshall", "Linda Lovely, Girl Intern", and other such hilarious satirical gems. Recently they set Madison Avenue on its charcoal-gray ear with their refreshing "Harry and Bert Piel" commercials We at MAD have been listening faithfully to Bob and Ray for years, mainly so we could swipe their material. But now the jig is up. Here, then, for pay, under their own by-line, we present Bob and Ray's own version of . . .

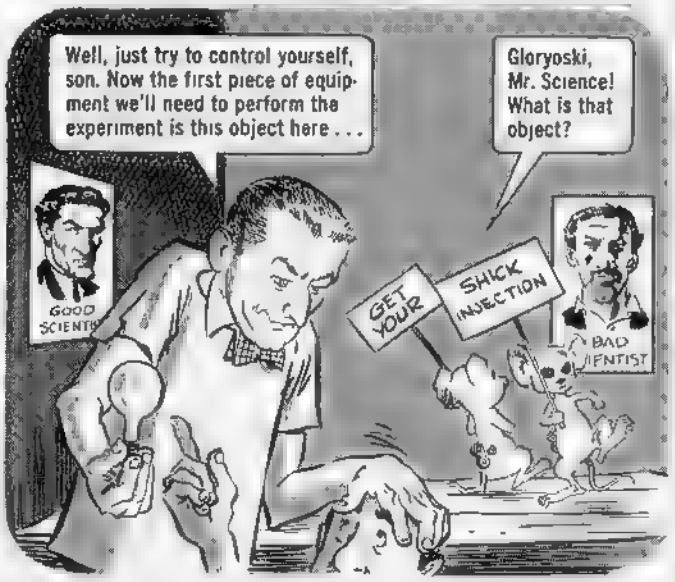
MR. SCIENCE

RAY

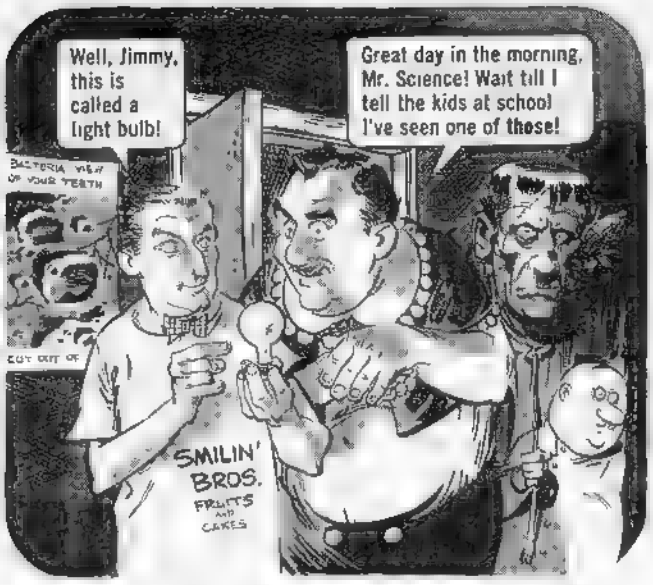
And now, "The Cumquat Institute of America", reminding you to eat one, two, three cumquats every day, invites you to spend another educational session with the idol of the nation's youngsters . . . Mr. Science As we look in on the modern, well-equipped laboratory today, we see that Mr. Science's friend, little Jimmy Schwab, is just entering . . .

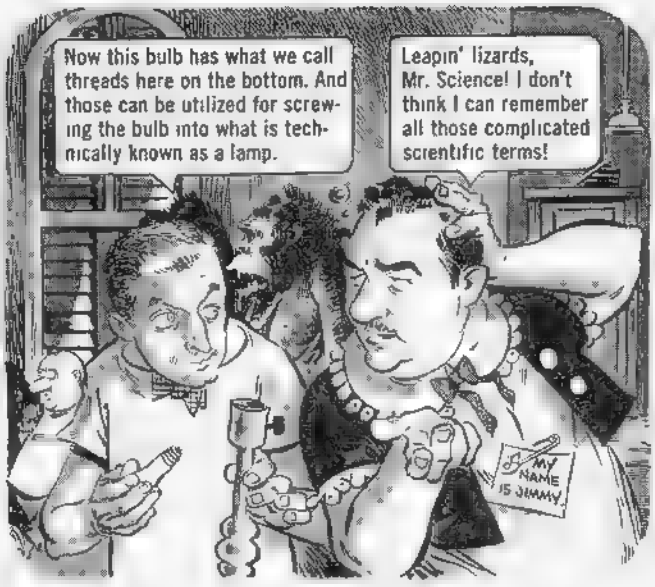
PICTURES BY MORT DRUCKER

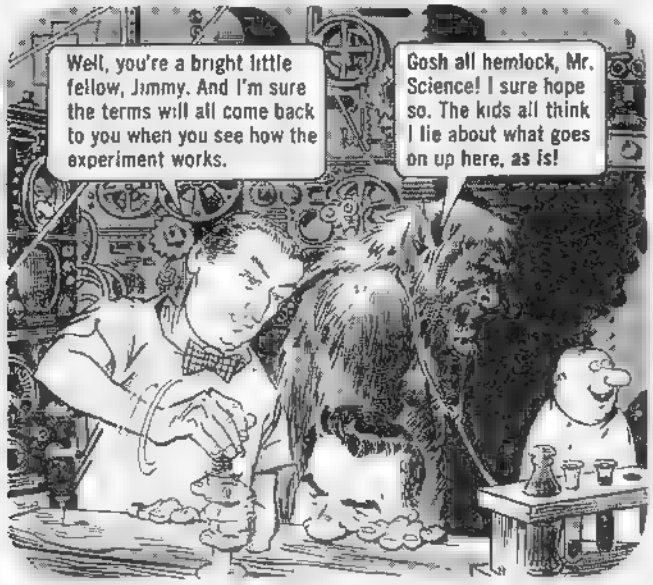


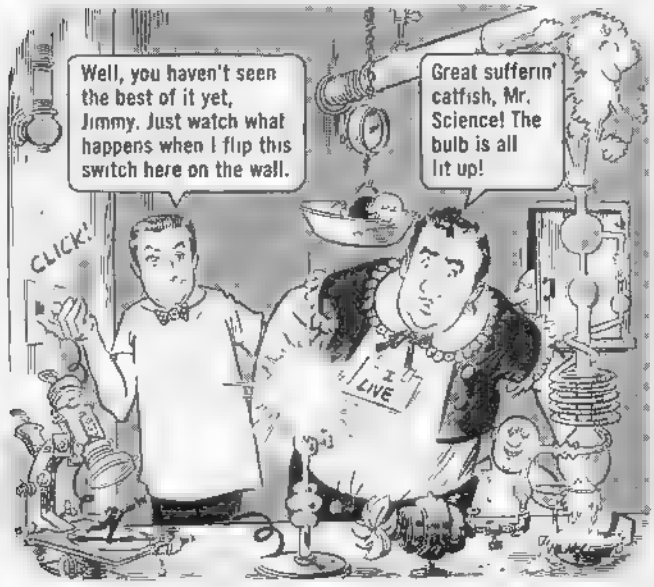


**People who can't make a living at something generally teach it.



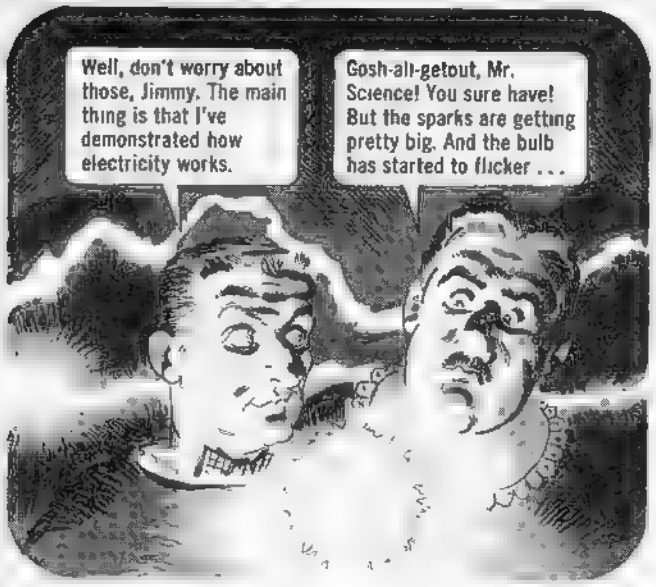


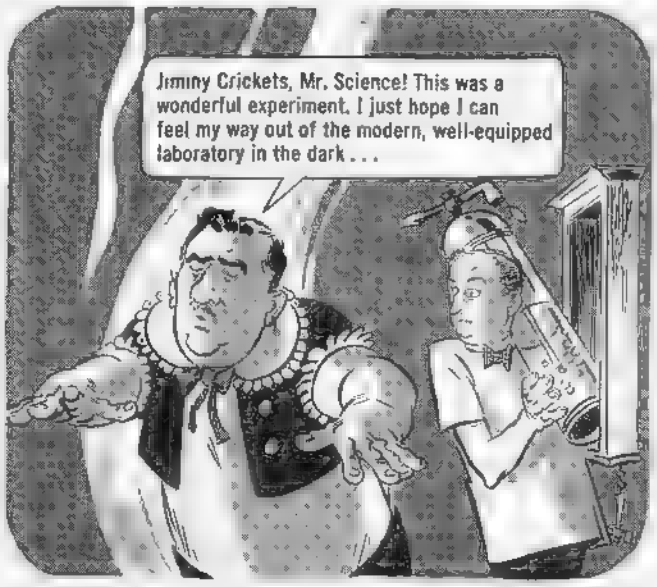




**A stopped clock is right twice a day.

**There's a little acid in placid.





END

HEALTHY COMPETITION DEPT.

How many times have you picked up your favorite newspaper, finished the comics, and then read something like this . . .

Atlas Honors Edgar Frimp

Osszefogva, May 10th. Edgar Frimp, president of the Atlas Paper Clip Co., was honored today for 25 years of service with his firm. Frimp started with Atlas in 1932 as an office boy, and worked his way up to his present executive position.

When asked the secret of his success, Frimp said:

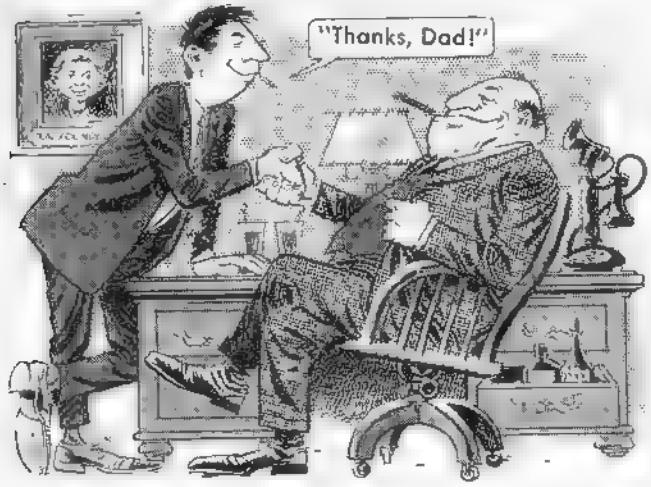
"I owe it all to diligence, integrity, and faith that a man can climb to the top by just plain good honest hard work."

Frimp further elaborated on his formula for success

Yes, it's a familiar story. But have you ever asked yourself how it really happens? Everyone is interested in how men like Edgar Frimp reached the top . . . so here, in his own words, is Edgar J. Frimp's . . .

$UCCE$$ $TORY

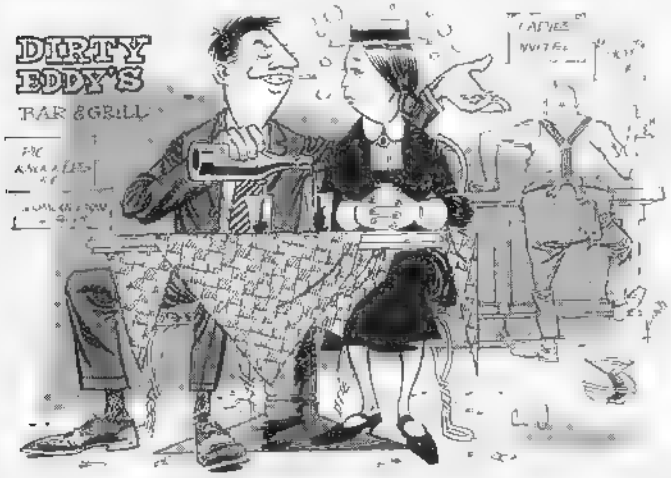
"My first job with Atlas was as an office boy. There were fifty other applicants for the job, but I won out over all of them . . ."



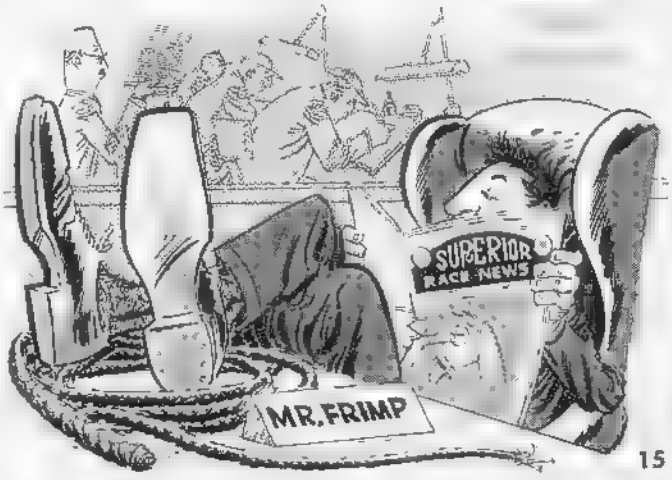
"Next, I heard of an opening as a clerk. It boiled down to a choice between me and this other fellow. I worked hard to outshine him . . ."

PICTURES BY GEORGE WOODBRIDGE

"Much of my success I owe to Miss Thelma Hendershot, who was head of personnel at the time. Miss Thelma took an interest in me . . ."

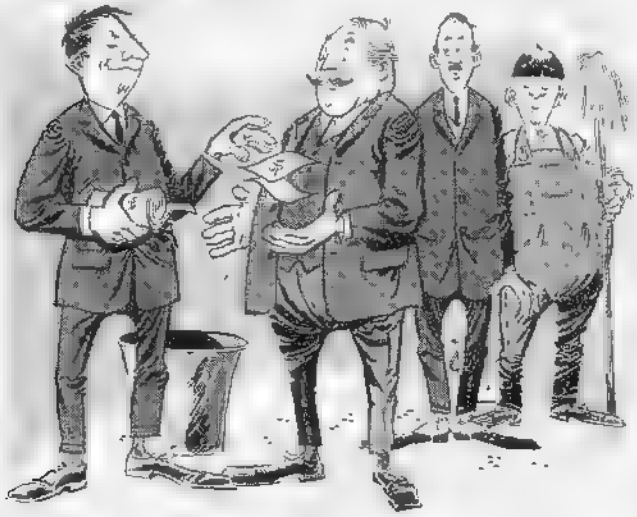


"Miss Hendershot recognized my potential immediately, and soon I was promoted to Chief Clerk. This gave me added responsibility . . ."



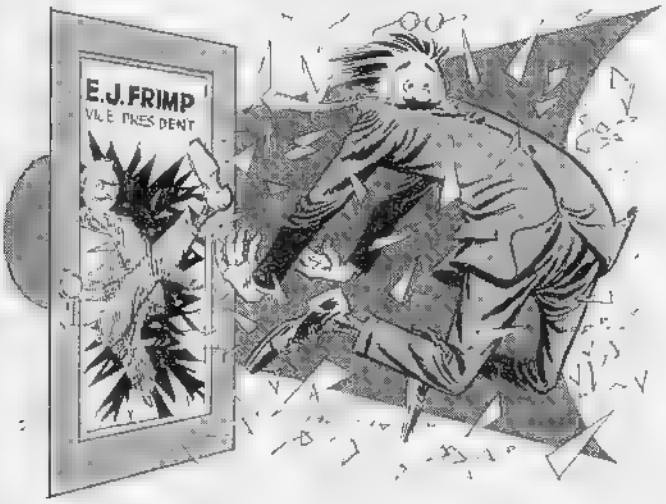
**Epitaphs are usually written by monumental liars.

"But I had my eye on my next goal, the Vice-Presidency. Discreetly, I conferred with my superiors to determine what my chances were . . ."



"And before long, the job was mine. I worked hard at my position as Vice-President of Atlas, establishing good will with customers . . ."

"I never let my executive status go to my head. I always managed to remain friendly with my old colleagues who were still clerks . . ."



"I never really wanted to be President. I remember how I used to tell everyone that the current President was doing a fine job . . ."

"But despite my objections, the position of top man was thrust upon me. I then set about increasing the efficiency of the firm . . ."

"Today, I have the right people in the right jobs, and our company is moving ahead, ever upward on to its rightful place in industry."

**The world doesn't owe you a living. It was here first.

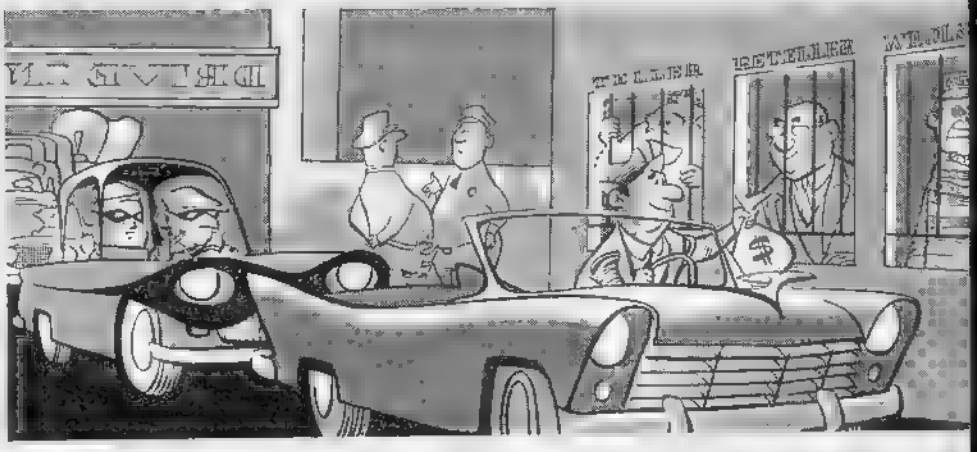
END

KINDLY REMAIN SEATED DEPT.

Today, America is a nation on wheels. The automobile has taken its place as an integral part of everyday living. As a consequence, a frightening trend has started. All over the country, establishments catering exclusively to the motorist are springing up along our roads. Like f'rinstance

THE DRIVE-IN BANK

Here, a motorist can transact banking business without ever having to leave his Chevrolet car. And here, a crook can pull off stick-up business without ever having to leave his "getaway" car.

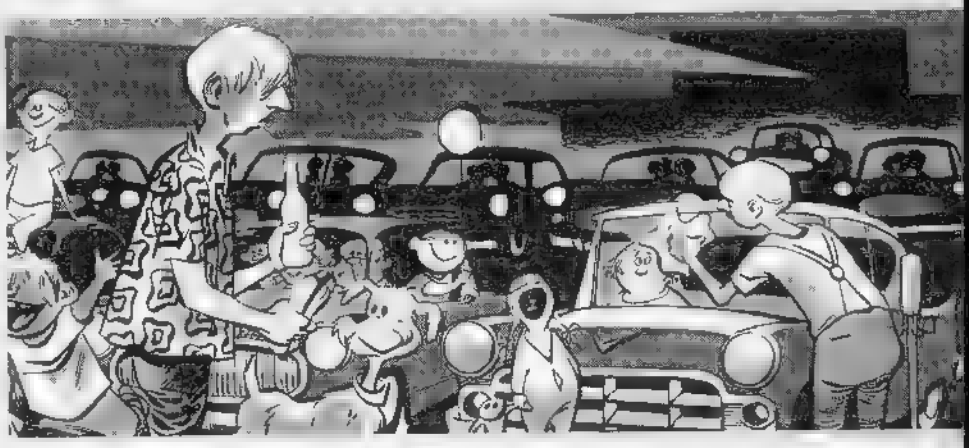


THE DRIVE-IN RESTAURANT

If you're really hungry, pull in here fast, and a pretty car-hop will serve you a full-course dinner. If you're really cheap, pull out of here fast, and leave her stuck with that check!

THE DRIVE-IN MOVIE

Young couples come here in cars from miles around to enjoy a few hours of thrills and excitement as movies are flashed on a huge screen. And once in a while they even look at the picture!



MAD predicts that, if this trend continues, motorists will never have to leave their cars at all! (Well . . . almost never!) Because every luxury and necessity will be available at places like these

FUTURE DRIVE-INS

PICTURES BY BOB CLARKE

CONTINUED ON NEXT PAGE

• • Give a Sharpie a house by the side of the road and he'll put up a toll gate.

**After thirty, your waistline usually increases with your age.

THE DRIVE-IN TURKISH BATH

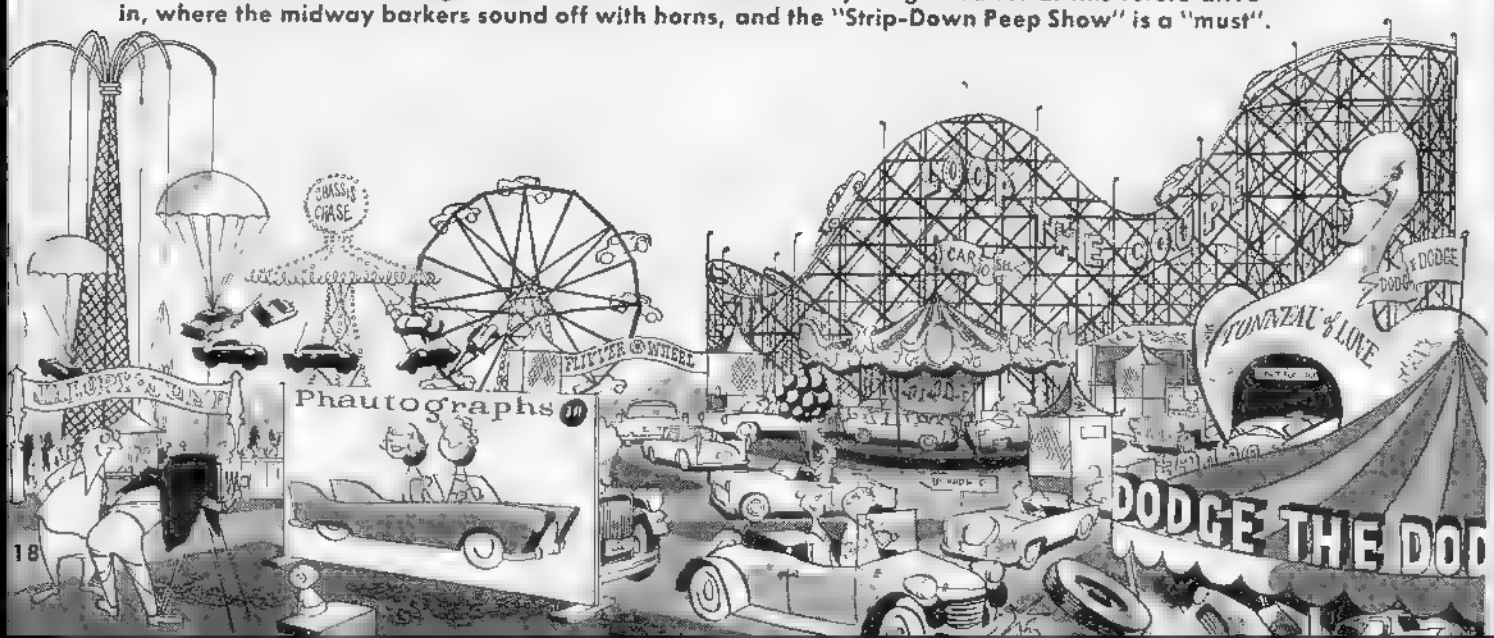
A future drive-in, this "reducing" establishment will cater to fat motorists who want to drive "sports" cars, but can't fit into them. This service will shrink two birds with one steam blast.

THE DRIVE-IN DENTIST

Another innovation will be this future drive-in aimed at the motorist who suddenly finds himself "down-in-the-mouth". Without having to leave his car, he'll be able to get those "dents" fixed.

THE DRIVE-IN AMUSEMENT PARK

Hot-rodders out for thrilling "rides" will find more than they bargained for at this future drive-in, where the midway barkers sound off with horns, and the "Strip-Down Peep Show" is a "must".



**A trombonist often succeeds most when he lets things slide.

THE DRIVE-IN MATERNITY HOSPITAL

This future drive-in, strategically located between house and hospital, will be a boon to those expectant mothers who consistantly manage to time the big moment so that it happens in the taxi.

THE DRIVE-IN DIVE-IN

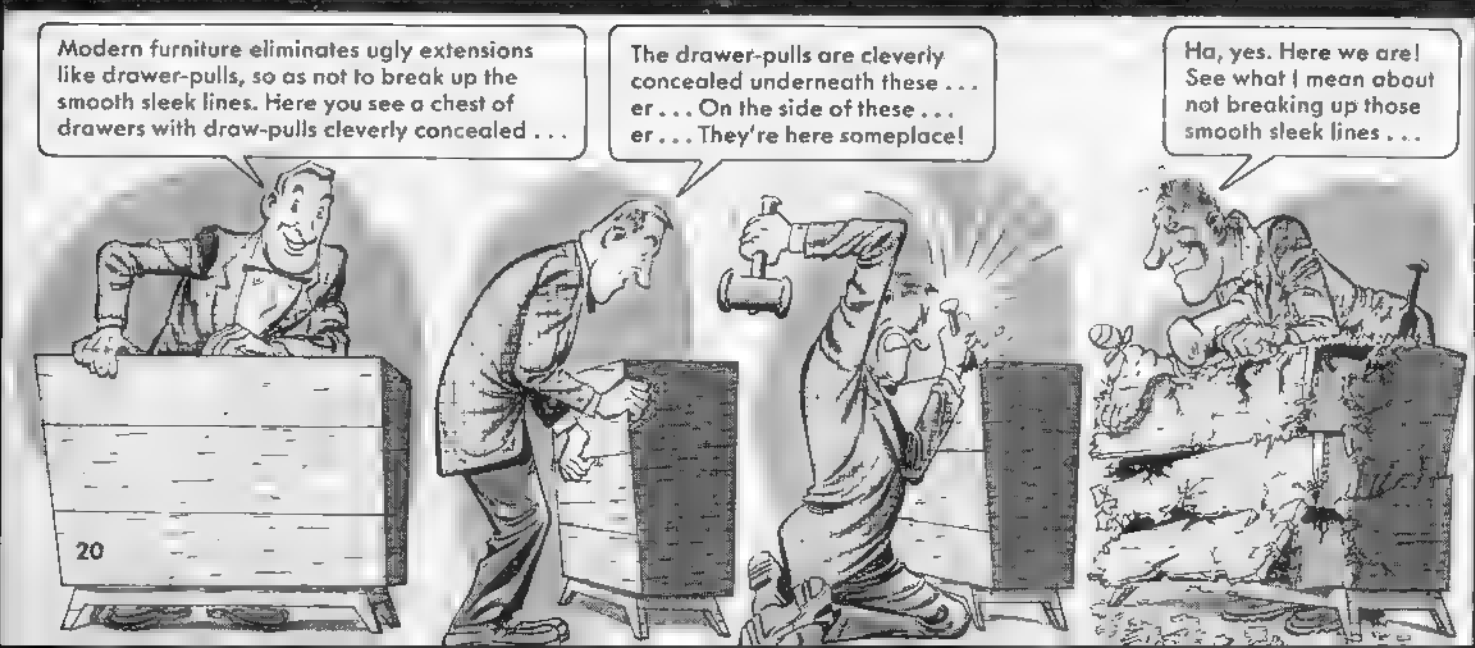
For the motorist who refuses to leave his car, yet seeks relief from the Summer's heat, this future drive-in will provide the answer. It will also provide for his automobile if it can't swim.

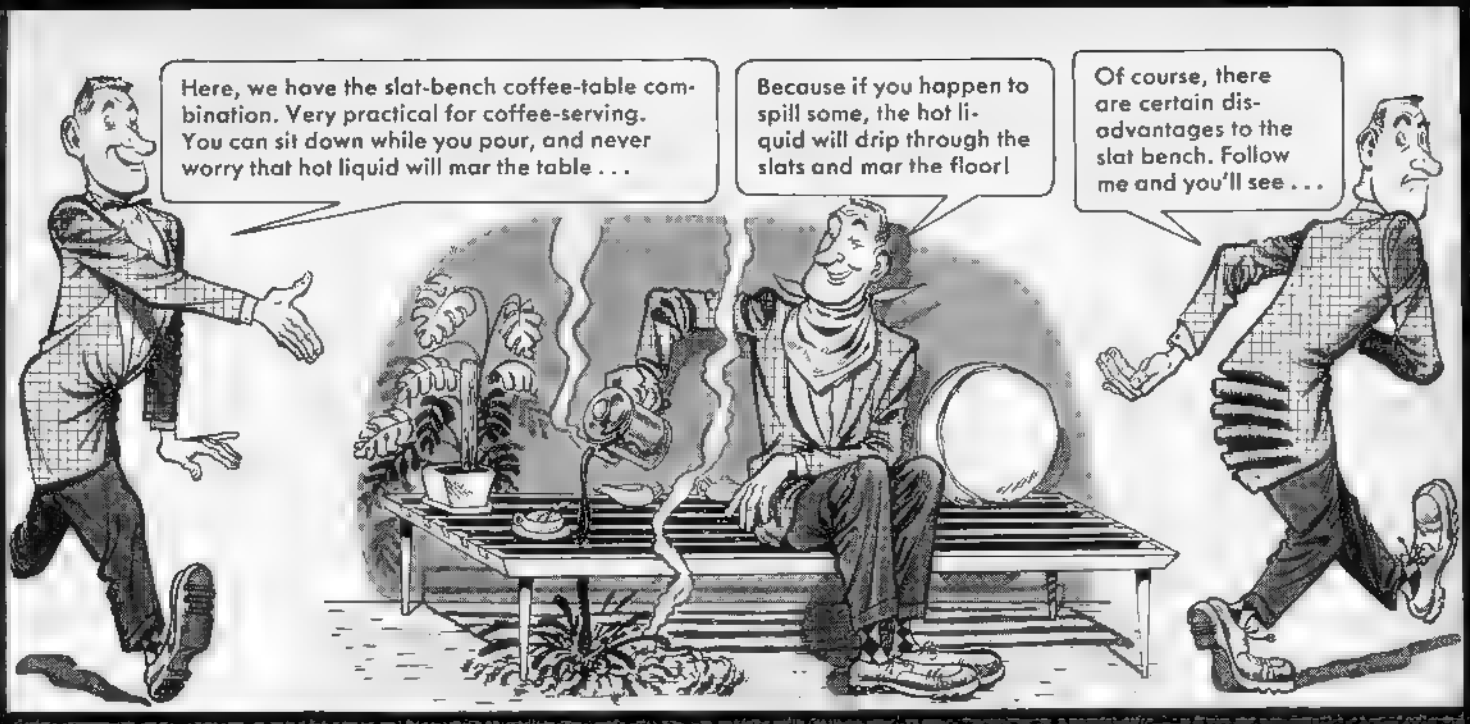
THE DRIVE-IN DRIVE-IN

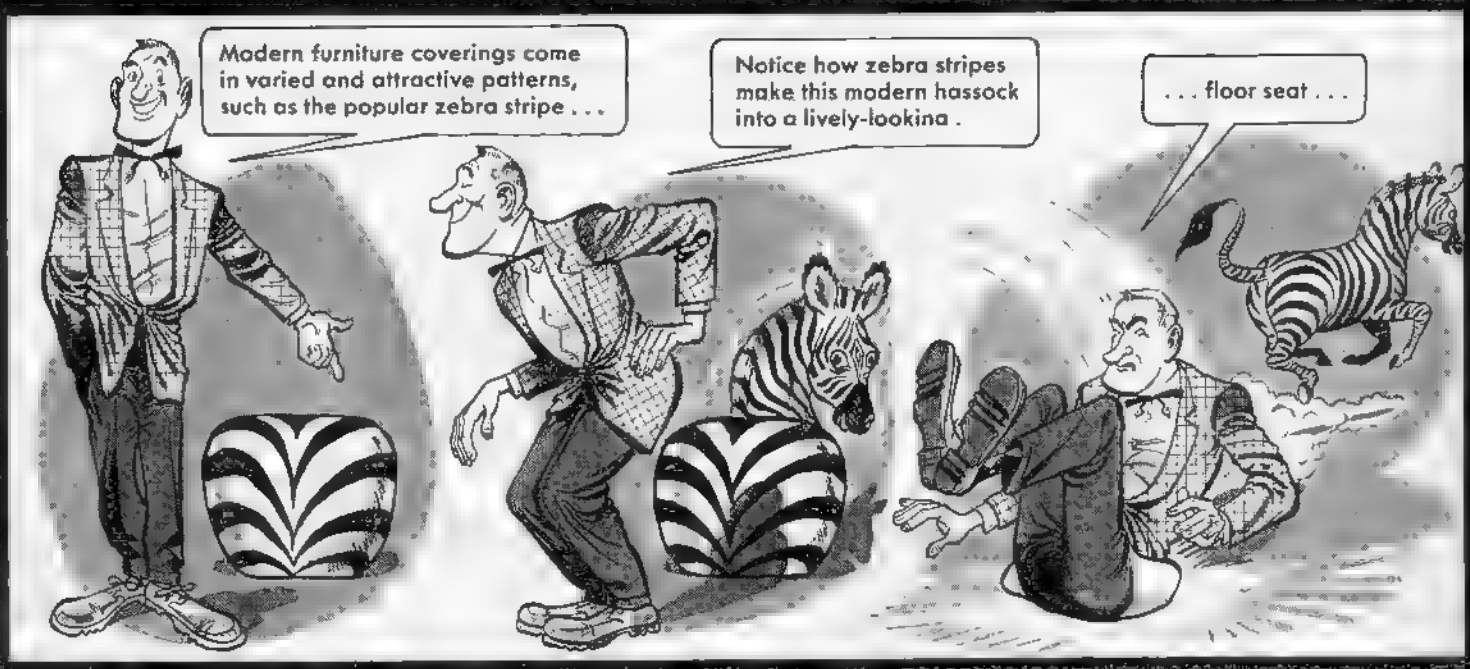
Another service, for the motorist who hates that early-morning traffic, yet refuses to leave his car, will be this future drive-in you drive in, which drives you and your car in . . . to town . . .

SHOOTING THE GRAND RAPIDS DEPT.

Today, people are "living modern". They're driving modern cars like "Flight Sweep", smoking modern cigarettes like "L&M", running up modern debts like "Installment Plan" and ending up with modern illnesses like "Flap the Lower Lip". Here's one craze that's a major contributor to today's MAD mode of living . . .




Here, we have the slat-bench coffee-table combination. Very practical for coffee-serving. You can sit down while you pour, and never worry that hot liquid will mar the table . . .
Because if you happen to spill some, the hot liquid will drip through the slats and mar the floor!
Of course, there are certain disadvantages to the slat bench. Follow me and you'll see . . .


Modern furniture coverings come in varied and attractive patterns, such as the popular zebra stripe . . .
Notice how zebra stripes make this modern hassock into a lively-lookina .
. . . floor seat . . .

And here, we have the sectional sofa, which cleverly answers the old problem of decorating that corner. It's comfortable, too . . .
. . . if you can cleverly answer the problem of how to stretch out around that decorated corner!

For the finicky woman who hates to have her floor scuffed, modern hanging furniture is the answer . . .

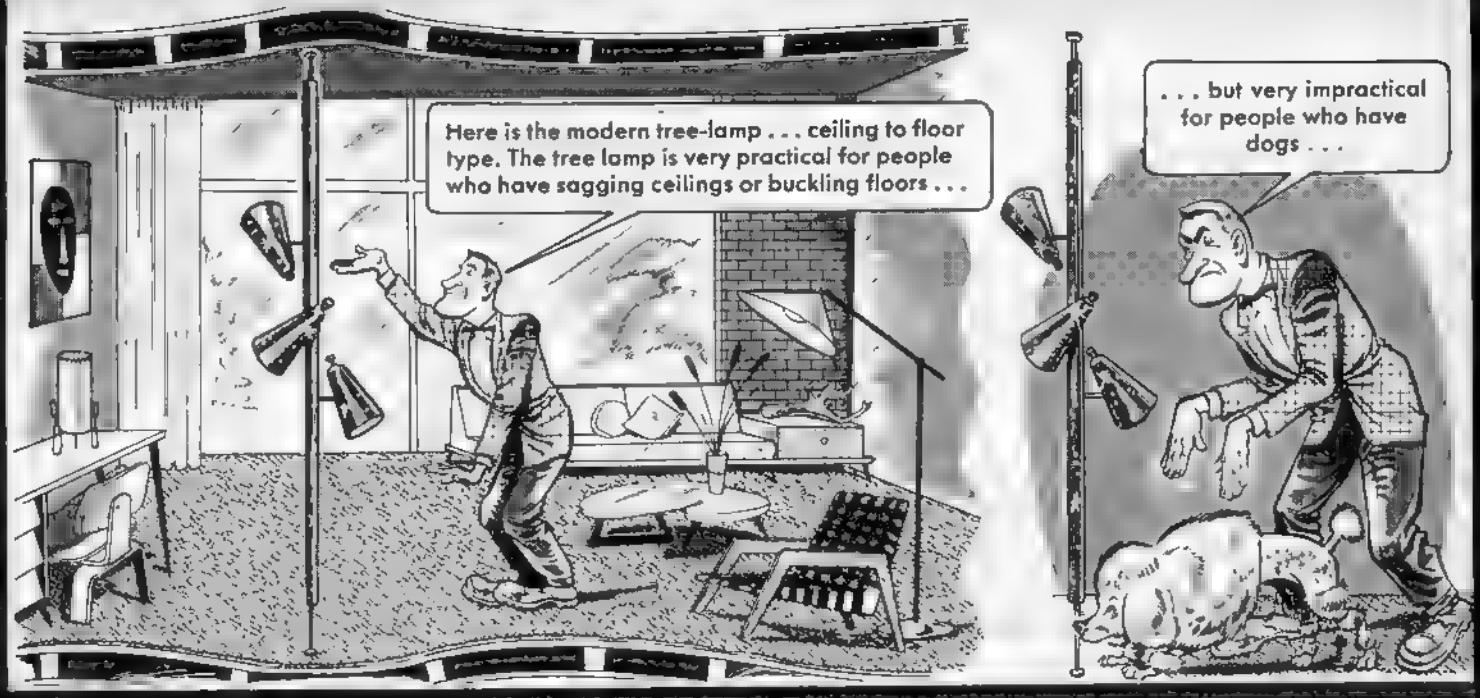
Problem is solved by hanging those chairs, cabinets, lamps, and other floor-scuffers from the ceiling . . .

For people who are limited for space, and want to make one room into two, modern furniture has the answer: the efficient and practical "room divider" . . .

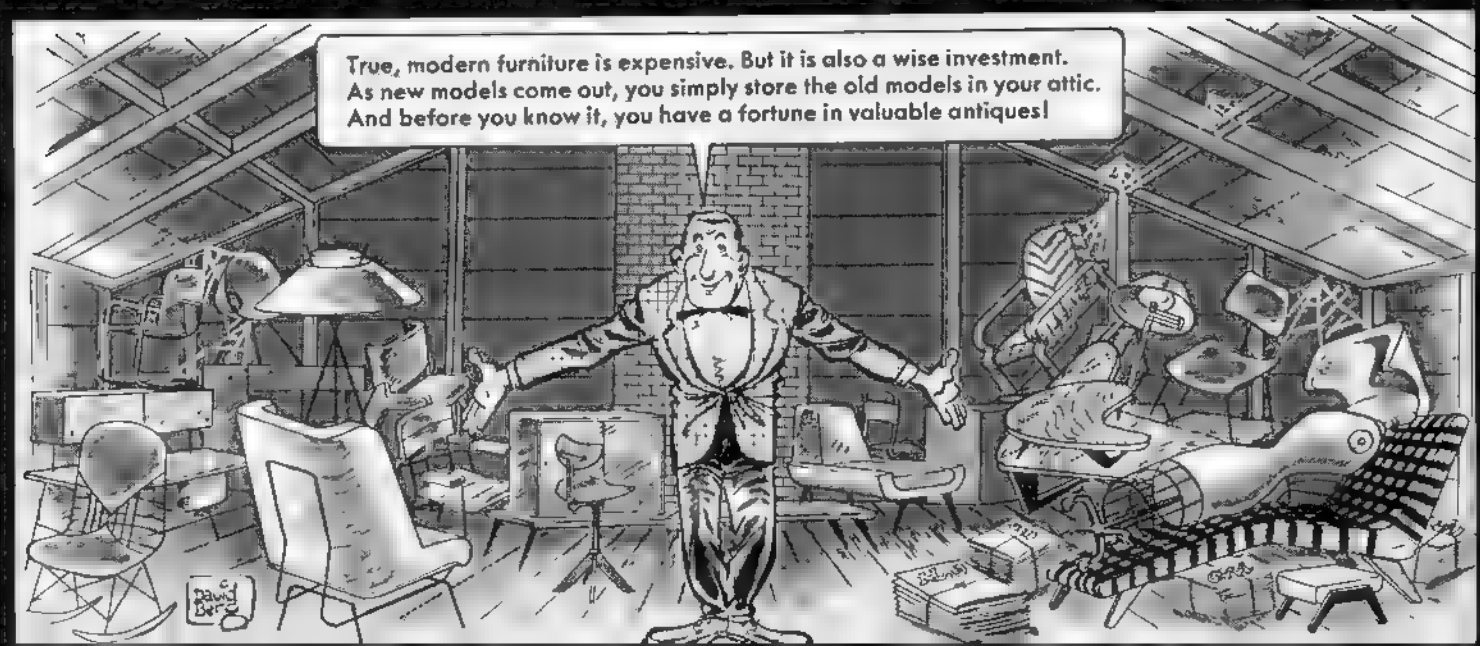
. . . which efficiently and practically divides your one room into two . . .

A charming, yet functional item, is the modern pull-down ceiling lamp. It adjusts to any desired height. You merely pull it down . . .

. . . and you can even make it into a charming and functional floor lamp!

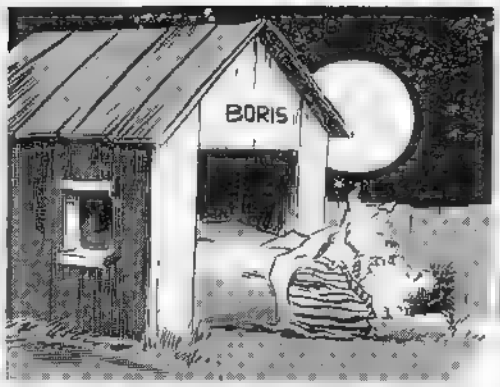

Here is the modern tree-lamp . . . ceiling to floor type. The tree lamp is very practical for people who have sagging ceilings or buckling floors . . .
. . . but very impractical for people who have dogs . . .

However, people with dogs will find that modern chairs solve the old problem of wear and tear. Modern-designed chairs eliminate Fido's desire to lounge on furniture . . .
In fact, modern-designed chairs eliminate everybody's desire to lounge on furniture . . .


True, modern furniture is expensive. But it is also a wise investment. As new models come out, you simply store the old models in your attic. And before you know it, you have a fortune in valuable antiques!

FIDO-RE-MI DEPT.

Since a recent survey revealed, much to our surprise, that 25% of our readers are dogs (who find MAD while sniffing around garbage cans), we've prepared this high-class feature exclusively for them. The rest of you readers, skip to the next low-class feature, which is undoubtedly more on your mental level.



THE MAD DOG'S

FOR THE DOG WHO HAS EVERYTHING

LASSIE CALENDAR

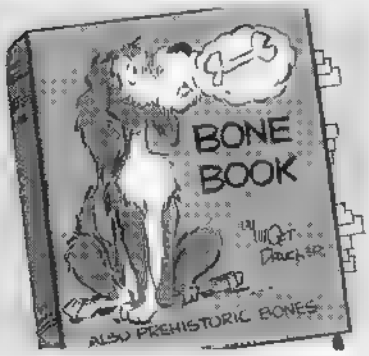
Yes, that famous hard-to-get, revealing calendar which launched Lassie on her road to stardom. Most of these daring calendars were ordered destroyed, but we've managed to lay our paws on a special lot. One can be yours for $5.50, from Mongrel Novelties, Dept. S, Whimper, Tex.

CASHMERE BOOTIES

No more nasty thorns in your paws with these cashmere booties. Made from Orlon, so you can wash them out at night, hang them up in your kennel, and wear them the very next day, they're form-fitting and snug as a rub. Only $7.95 a pair, from Bulldog Goodman, Ruffruff, California.

BOOKS FOR BOWSER

There's no more thoughtful gift than a book. Your literary-minded canine friends will always appreciate an addition to their kennel library. Latest titles include: "Bark or Perish" by F. P. Terrier, "My 30 Years with Orphan Annie" by Sandy, and "The Man of the Baskervilles", by Sir Arthur Conan Poodle. For a free catalogue write at once to the Golden Beagle Press, Muttville, Montana



BONE BOOK

An ever-present problem . . . keeping track of where you've buried your choicest bones . . . becomes a joyful chore when you own this monogrammed suede-covered Bone Book. It has spaces for dates, locations, and types of bones. Yours for $12.50, from Daniel Spanial, Redheart, Ga.

PORTABLE HYDRANT

It's absolutely ridiculous to have to roam the streets for blocks on cold wintry evenings, hunting for a hydrant. Today, the modern dog has one of his own. Authentic, sturdy, correctly scented, it fits right in your kennel. Mail $25.00 to Hound House, Box K, Muzzle, Missouri

SHOPPING MART

All orders should be sent directly to the addresses listed in these jowl-watering descriptive paragraphs, since we're not interested in fleacing* you ourselves. If you are not fully satisfied with the merchandise sent to you, our only advice is: "Go, boy! Go sic' 'em!"

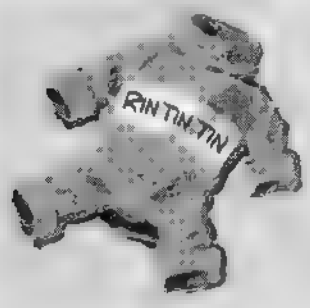
PICTURES BY MORT DRUCKER

LIVE CAT

Not mangy kittens, but real, live, full-grown cats that you can have a whale of a time with. Watch the other mutts turn green with envy when they see you tear into your own private feline. $25.00 each. Without claws, $30.00. Send money to Katz's Cat, Box 9, Yeow, S. D

SLEEPING BAG

When you're thoughtlessly locked out at night, you'll never freeze if you own this cozy alpaca-lined sleeping bag. Just like the ones used by the K-9 Corps during the last war. Room for your master if he's locked out too. Only $14.95, from Setter Surplus Sales Co., Dept. 7, Sniff, Utah



RIN TIN TIN SWEATER

Just like the one Rinty wears on the set in Hollywood. Imagine how the other dogs will howl when they see you stroll down the alley in *yours*. Comes in 4 exciting colors: kerry blue, scotty black, cocker brown and dalmation. Send $10.00 to F. W Wolfworth & Co., Colicky, Conn

FAMILY TREE

What's your name? Fido? Prince? Rover? Irving? Whether it's one of these, or thousands of others, we can trace your family tree. We recently traced a Boston Bull's forefathers back to the Harvard Oak. Who knows? You may find that one of your ancestors tarried at The Hanging Gardens of Babylon. For information, write to: Tree Tracers, Dept. Who's Who, Coldnose, Vermont.

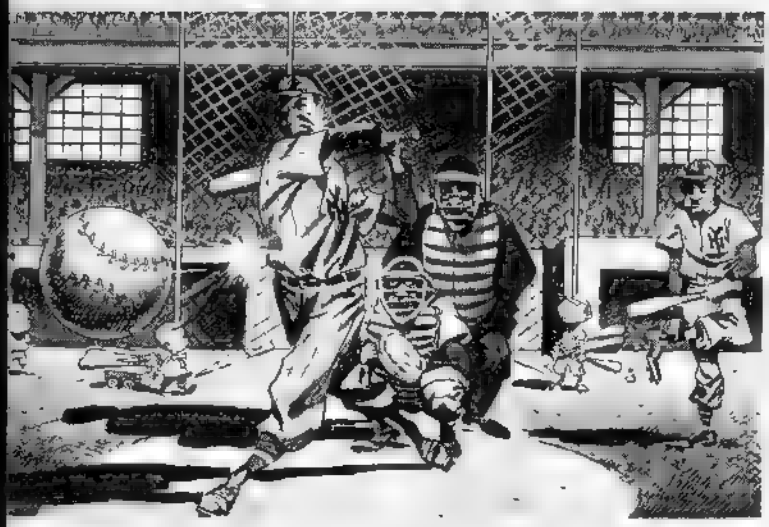
A DOG'S LIFE

America's best kennels subscribe to "Woof", The Picture Weekly. Truly, "Woof" goes to the heart of America with such features as *"Speaking of Rations"* and *"Woof goes to a Barky"*. It is dogdom's best-read magazine. $6.50 a year. Mail check to "Woof" Subscriptions, Distemper, O.

OUT OF LEFT FIELD DEPT.

WE HERE AT MAD ARE ALL FOR FIGHTING JUVENILE DELINQUENCY. BUT WE ARE FOR FIGHTING THIS PROBLEM INTELLIGENTLY AND SCIENTIFICALLY. WE JUST CAN'T TAKE SERIOUSLY THOSE PSEUDO-EXPERTS WHO COME FORWARD FROM TIME TO TIME WITH ARTICLES PROCLAIMING CURE-ALLS FOR THIS VAST AND COMPLICATED PROBLEM. ARTICLES LIKE THIS:

BASEBALL IS RUINING OUR



THE BATTER'S function consists of swinging a lethal weapon, a club, with all of his brute strength, at a defenseless ball, with the sole purpose of smashing it as far as he can. From this act, our impressionable children learn, wrongly, that *the stronger you are, the greater will be your reward.*

PICTURES BY WALLACE WOOD

THE BUNT is another form of batting the ball. The player, who is expected to swing hard at the ball, suddenly switches his stance in order to tap a pitch lightly down in front of the plate, catching his opponent off-guard. Here, our young people learn that *sneaky tactics are also rewarded . . .*

Society is like a garden, and our children are like flowers that bud, grow, and bloom there. Unfortunately, in today's garden, many of our flowers are going bad The fact is, they're turning into stinkweeds! When *one* weak flower goes bad in a garden, it is nothing to worry about. But when *many* flowers begin going bad in a garden, that *is* something to worry about. Pretty soon the whole place will be one awful mess!

Today, juvenile delinquency plagues society. Thousands of flowers are going bad in our garden. It's time we exposed the cause. And it is not Japanese Beetles!

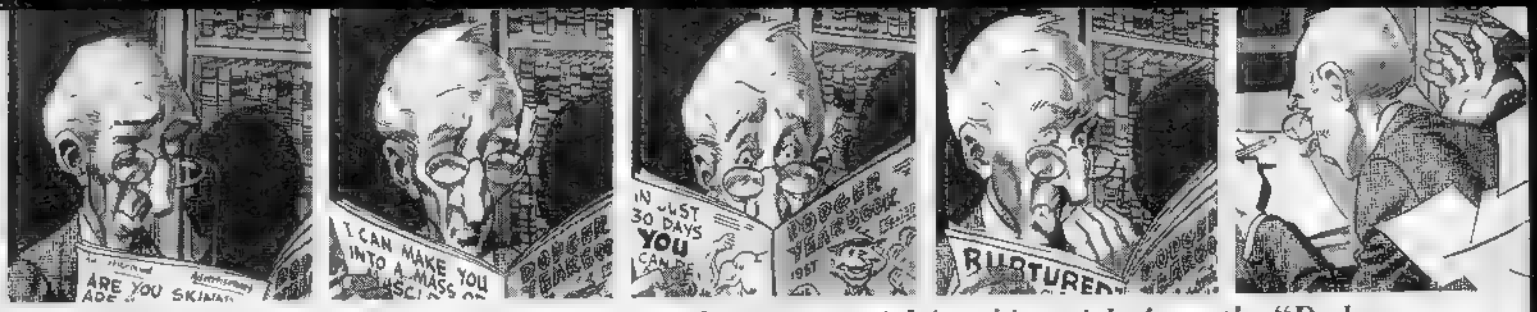
The cause can be found right smack in the middle of our garden . . . on the grass . . . where they play "Baseball"!

For many years, I worked closely with "juvenile delinquents". Then my hair turned gray, and they kicked me out of their gang. But while I was with them, I studied them I questioned them, probed their minds, uncovered their ids, examined their egos, and rifled their pockets. And in every single case I examined, I repeatedly came up with the same shocking fact: *At one time or another, every one of those poor misguided children had been exposed to the game of "Baseball"!* They had either *played* it themselves, or *watched* it being played . . . not to mention the countless other indirect exposures such as *"Baseball Magazines"*, *"Baseball Record Books"*, and the worst offender of all, *"Baseball Bubble-Gum Cards"*.

Yes, the game of "Baseball" is souring the soil of society's garden, rotting our flowering youth.

Let me analyze this "game" for you. Let me expose the psychological undertones present in this so-called "sport".

A SHOESTRING CATCH describes the action of a player who runs in and retrieves an otherwise safely-hit ball before it touches the ground, literally catching it at his shoes. Such a feat usually earns a burst of applause, teaching that to *deprive another of what is rightfully his is a laudable act.*



Dr. Frederick Werthless, shown above, gathering material for this article from the "Dodger Yearbook", interviewed hundreds of teen-age delinquents as they left Children's Courts all over the U.S. "The evidence was overwhelming!" states Dr. Werthless. "Almost every delinquent child brought into court had a past record of either playing or watching baseball!"

CHILDREN

by **FREDERICK WERTHLESS, M.D.**

And I can do this! After all, I'm a *Psychiatrist!*

The very essence of "Baseball" is "hostile aggression"! Take, for example, the act of "Batting". The function of the "batter" is to swing a lethal weapon, a club, with all his brute strength, at a defenseless ball, with the sole purpose of smashing it as hard and as far as he can. The harder and further he smashes it, the greater his reward!

What kind of healthy example is this for our youth?

With his act of brute force successfully completed, the "batter" seeks out safety by running to first base. *Runs,* mind you, like a thief in the night!

Is he so plagued with guilt that he cannot walk?

The opposition, a team of nine equally "hostile" and aggressive" men, whose purpose is to deprive the "batter" of his desire to reach safety, pounce upon the "violence-inflicted" ball, and attempt to relay it to the protector of a base before the "batter" can arrive

An arbiter, dressed in a uniform subtly suggestive of a policeman, judges the play and makes his decision. Consequently, only one of the protagonists can be pleased. The other must rebel.

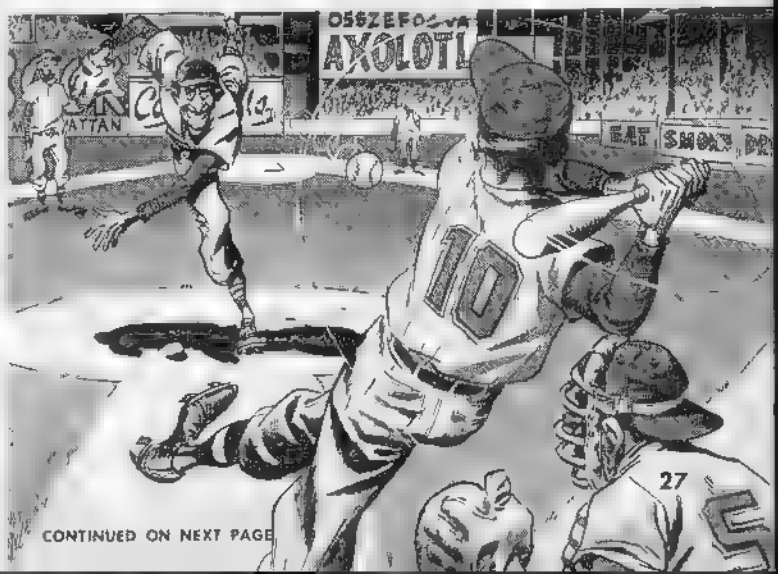
He defies authority as our children watch!

And so it goes through the course of the game . . . one disgraceful exhibition after another . . . deplorable examples for our impressionable youth

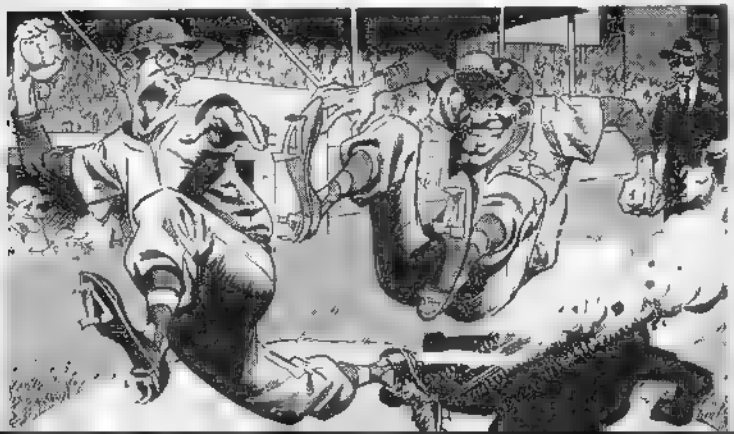
Study the pictures on these pages, and the documented case-histories on the following page . . . and see if you don't conclude that BASEBALL IS RUINING OUR CHILDREN . . . that the "game" should be banned, the players committed to institutions and the stadiums turned into parking lots!

ARGUING WITH AN UMPIRE is the usual practice in baseball. If a player does not happen to agree with a decision, he enters into heated disagreement with the arbiter, to the point of name-calling and nose-thumbing. From this display, children learn that *rebellion against authority is acceptable.*

THE PITCHER uses many deliveries calculated to cause the batter to miss These consist of assorted fast balls which curve, drop and even slide. Then, he uses a complete change of pace, the so-called "let-up" pitch, confusing the batter, and implanting in young minds *the evil seeds of deception.*



BREAKING UP THE DOUBLE PLAY, a despicable practice, consists of a runner's sliding into a base with spikes high. The base player, in avoiding these lethal blades, cannot get his throw away, and is lucky to get away himself. Here, our younger generation learns *the advantages of dirty tactics* . . .



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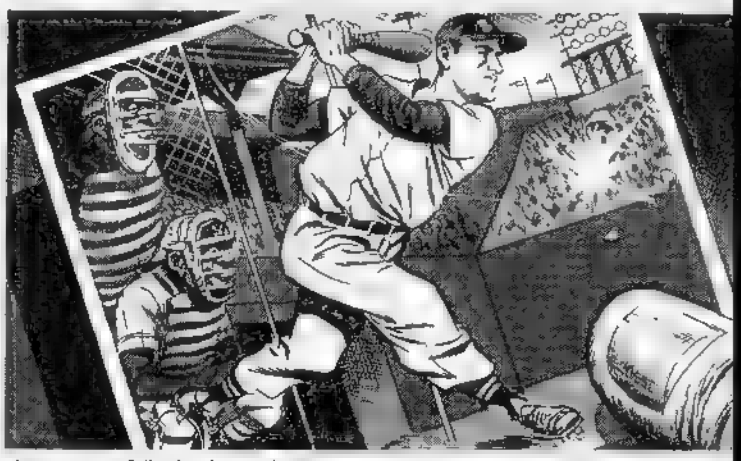
DOCUMENTED CASE-HISTORIES PROVE THAT NORMAL DESIRES TO IMITATE BASEBALL HEROES TURN ORDINARY CHILDREN INTO JUVENILE DELINQUENTS

CASE No. 36

Irving Smedley, age 11, was brought into Children's Court on a charge of having slammed a playmate on the head with a stick. Irving could not logically explain why he did it.



A search of Irving's pockets uncovered the above "Bubble-Gum Card" showing Ted Williams slamming a baseball with a bat. Obviously this is where young Smedley got the idea.

CASE No. 47

Sidney Finster, age 9, was arrested by authorities as the culprit responsible for a series of crimes in which stray animals were found with their natural coats of fur missing.

I GET A CLOSER SHAVE WITH A

Gillette

BLUE BLADE

TRY ONE!

SAL (THE BARBER) MAGLIE

BROOKLYN DODGERS

STAR PITCHER

Subsequent investigation, which included a search of Sidney's room, uncovered a sports magazine with the above testimonial. Obviously, Sidney attempted to emulate his hero.

CASE No. 64

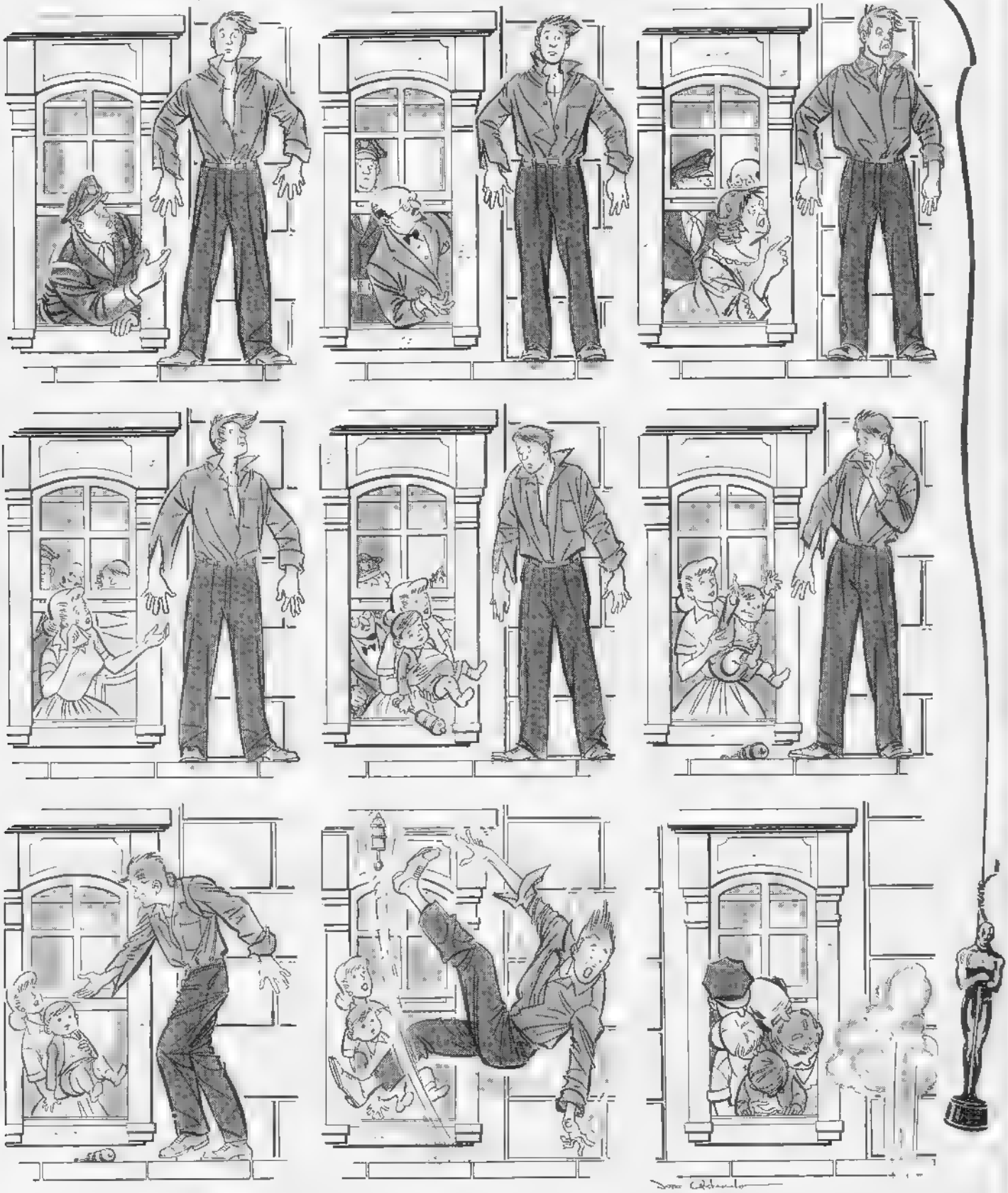
Melvin Cowznofski, age 12, was apprehended while attempting to steal valuable sculpture from local art museum. He could offer no explanation for taking the Work of Art . . .

Melvin's belongings included a copy of the Dodger Yearbook, containing the above picture of Pee Wee Reese attempting to steal a base. Obviously, Melvin had tried to outdo him.

Next issue, Dr. Werthless continues with the second installment: "The Little League, Hotbed of Juvenile Crime."

Scenes We'd Like to See

The Man On The Ledge.

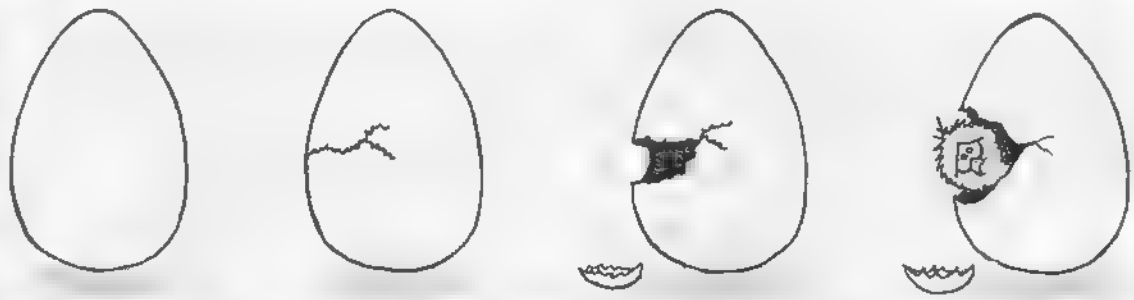


And now, from the hallowed halls of Institutes of Higher Learning

COLLEGIATE

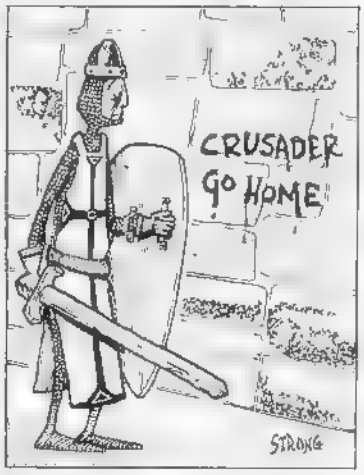
Once again, in answer to thousands of requests (from our production man, who always looks for an easy way to fill up two pages), MAD presents products of the creative minds of tomorrow's world leaders now being trained in Colleges and Universities all around the country . . products like these inane cartoons

HARVARD LAMPOON

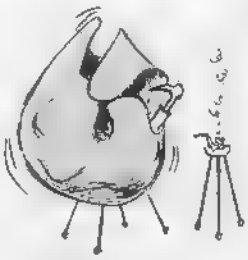


CAL FORN A PELICAN

"Orgies, orgies, orgies! Why can t we stay home once in a while?



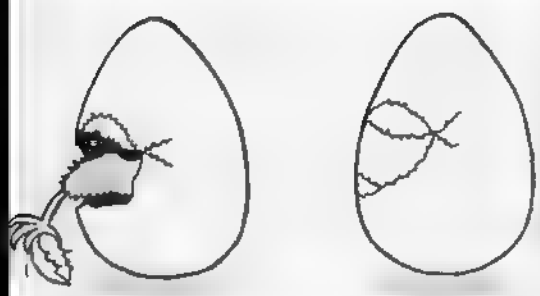
U W COLUMNS



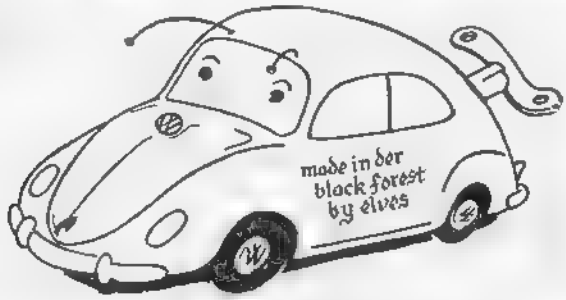
STANFORD CHAPARRAL

come these collected examples of...

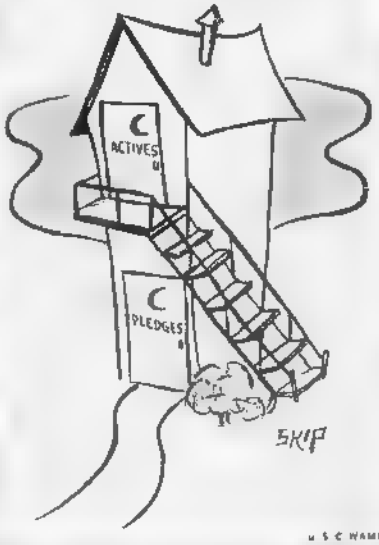
WHIMSEY



PENN STATE FROTH



M T VOODOO



U S C WAMPUS

COMPARISON PROVES DEPT.

"Sleep is the best known cure for insomnia."

We discovered a fabulous business the other night, while getting nauseous over a TV commercial. Did you ever stop to wonder where advertisers get those *"ordinary"* detergents, or those *other* leading cigarettes, or those *"just plain"* soaps, they use for comparison, in order to demonstrate the superiority of their own brands? Did you? Well we stopped to wonder! Then we had our massive research staff do some checking. And here is what she came up with. The entire market has been insidiously cornered by a little publicized, multi million dollar operation known as

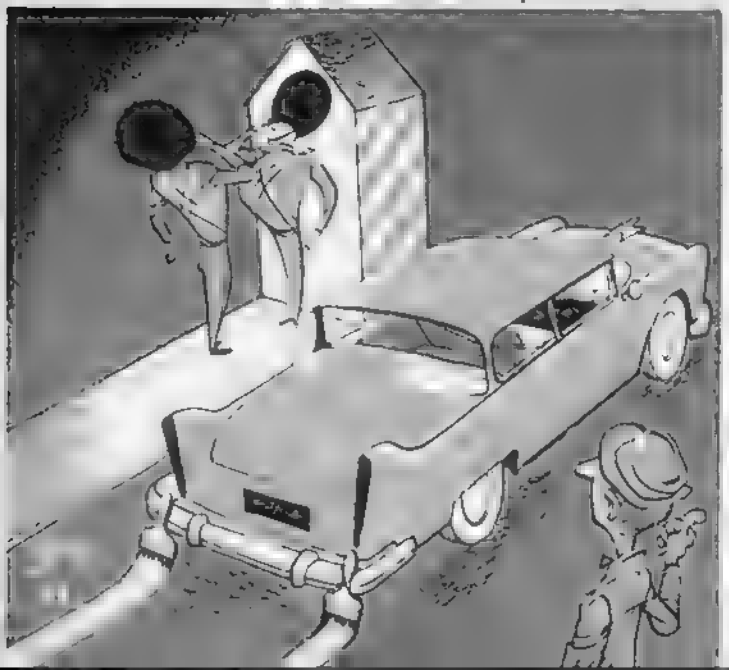
PRODUCTS
For TV Commercials, Inc.

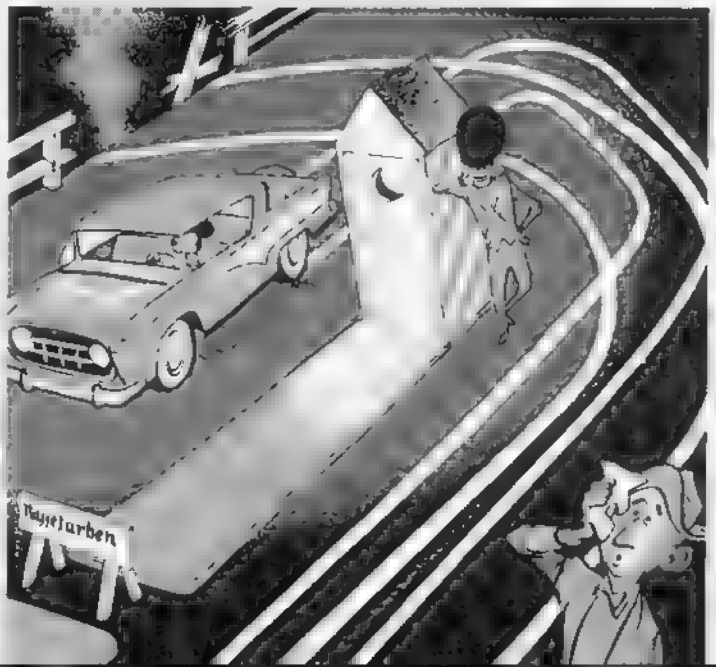
MANUFACTURERS OF "ORDINARY" ITEMS FOR COMPARISON WITH NAME-BRANDS

PICTURES BY BOB CLARKE

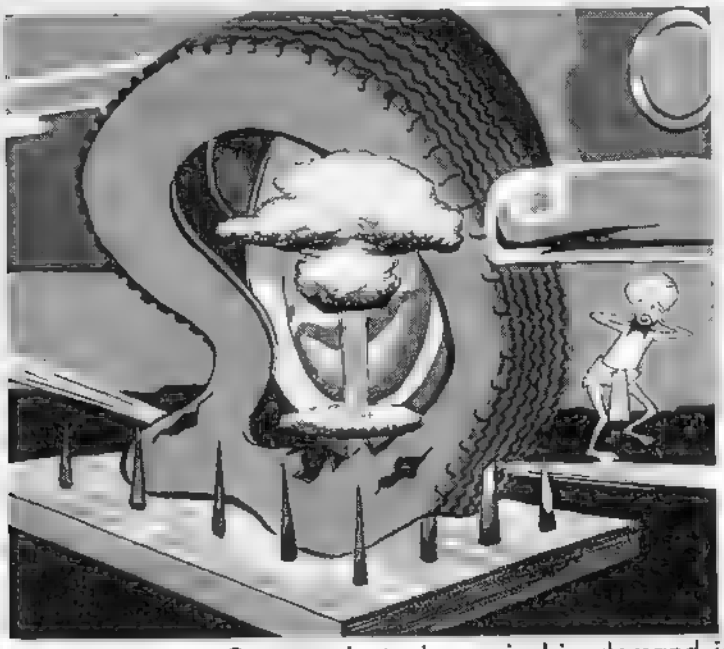
"Products for TV Commercials, Inc." manufactures dulling "ordinary" liquid shampoo used to demonstrate how much cleaner and brighter Halo gets your hair.

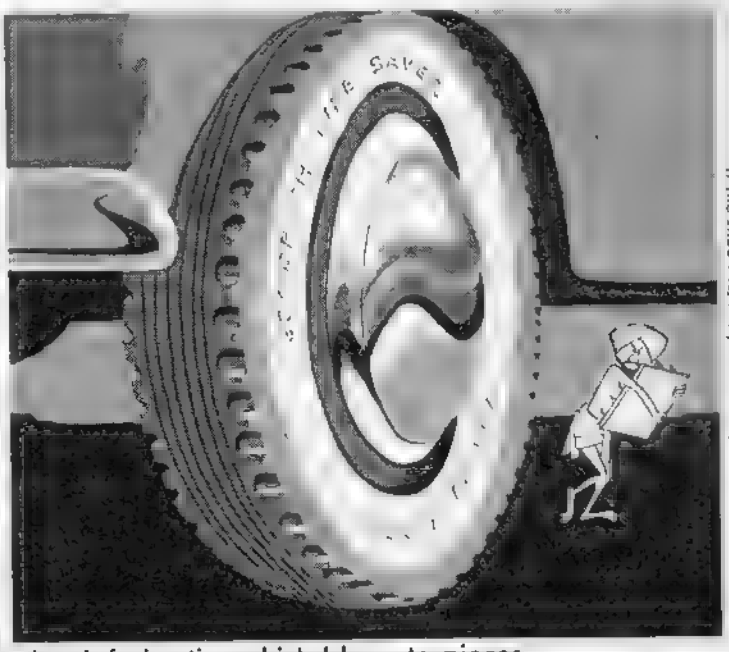
Another vital item turned out by this little-known company is that clumsy automobile which doesn't quite make a U-turn in the space the Nash Rambler takes.





Mr. Aristotle Q. Axolotl, genial Chairman of the Board of "Products for TV Commercials, Inc.", shown with some of the "ordinary" items his multi-million dollar company manufactures. "I have to brag, says Mr Axolotl, "but our products are so inferior, they're guaranteed to make any advertiser's mediocre brand look absolutely fabulous by comparison!"

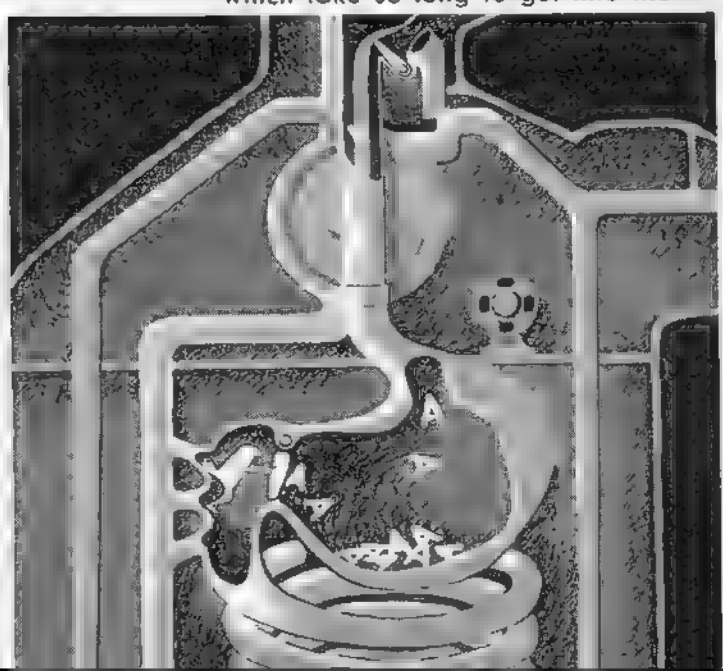




"If the shoe fits, the price usually doesn't."

One product always in big demand is that inferior tire which blows to pieces when it rides over those spikes while the Goodrich Life-Saver holds together.

Popular items manufactured by this million-dollar company are the little "A's" which take so long to get into the bloodstream compared to Bufferin's "B's".



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Further checking revealed a subsidiary company of "Products For TV Commercials, Inc.", namely

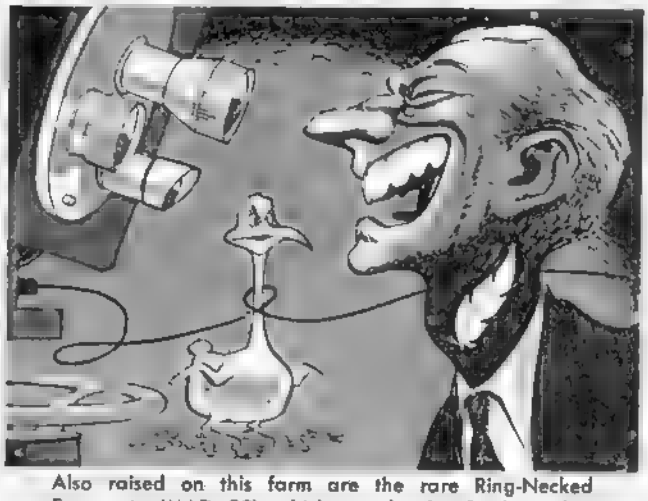
PROPS
For TV Commercials, Inc.

MANUFACTURERS OF DEMONSTRATION GIMMICKS FOR TELEVISION ADVERTISING

For example, "Props for TV Commercials, Inc." makes all those mouth-sized short-wave radio transmitters they use to broadcast bad breath in the Clorets ads.

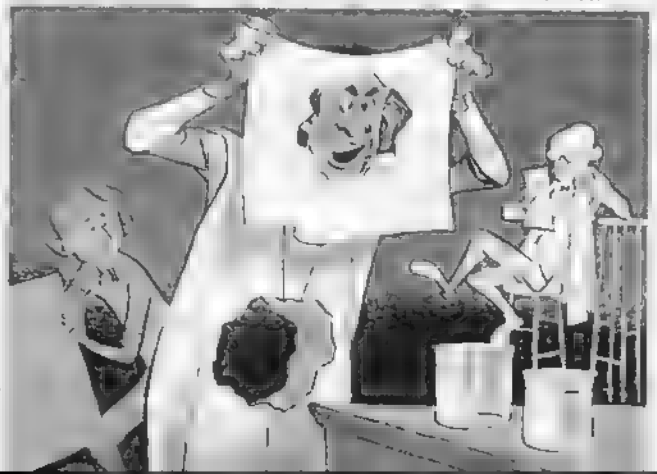
"Props for TV Commercials, Inc." is also the manufacturer of those dresses with the unsightly perspiration stains they tear up and throw away in the Arrid ads.

On a small farm in backwoods Georgia, they grow those peaches (and raise the hogs that supply the bristles for those brushes) they shave in the Remington ads.



Also raised on this farm are the rare Ring-Necked Fuzzworts (MAD 30) which supply the feathers that tickle the throats of the people in the Anahist ads.

Other products this subsidiary company manufactures include those damask dinner napkins they burn holes in with concentrated stomach acid in the Rolaids ads.



And in this subsidiary company's immense machine shop, they custom-build those huge crucible steel clamps which crush people's heads in the Bristol-Myers' ads.

"You can carry water in a sieve if you wait till it freezes."

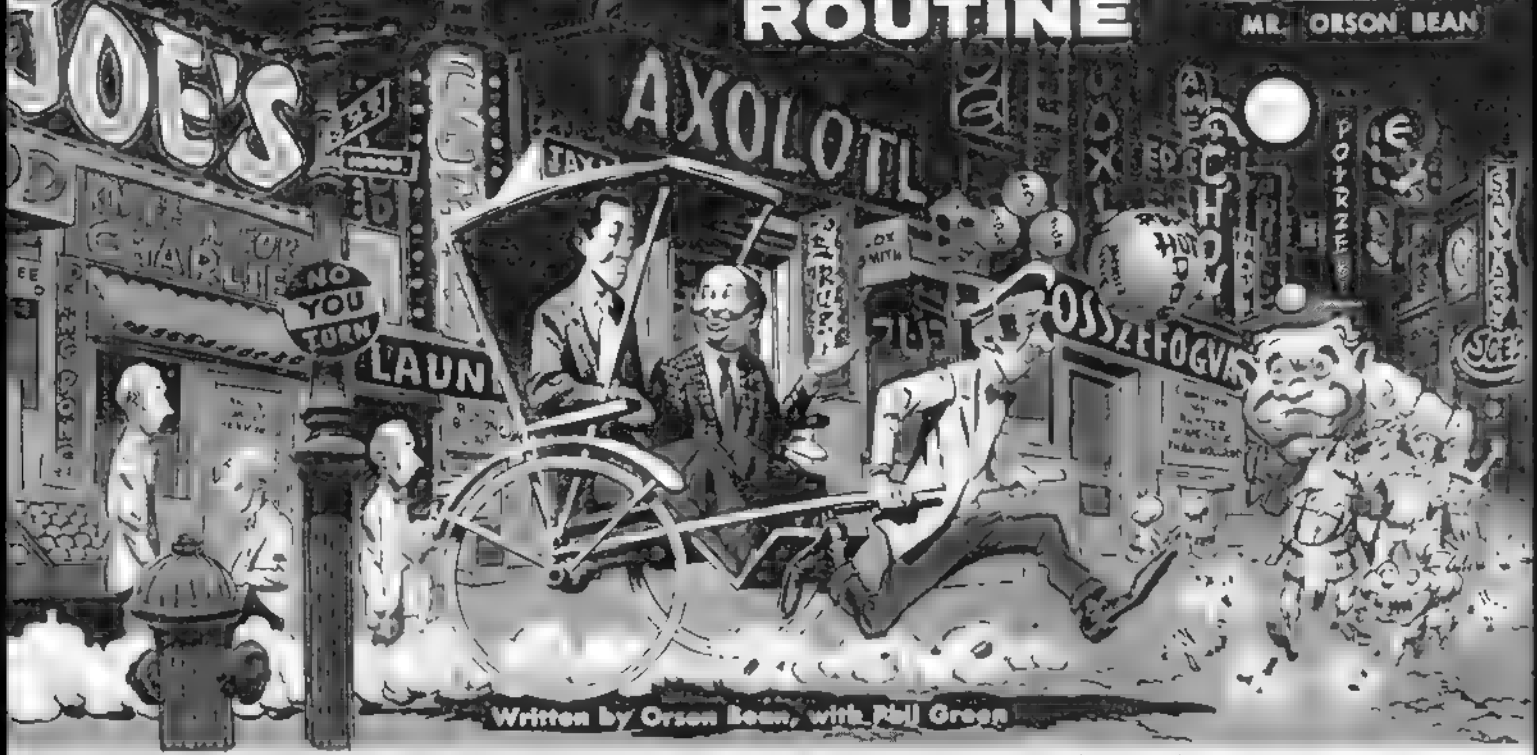
ORSON BEAN DEPT.

You know how when people go to a "Chinese Restaurant", they always make those cliché remarks? Well, on behalf of all of them Chinese Restaurants, here's where MAD gets even! 'Cause here's

ORSON BEAN'S

"The Two Chinese Fellas who go to an American Restaurant" ROUTINE

MR. ORSON BEAN



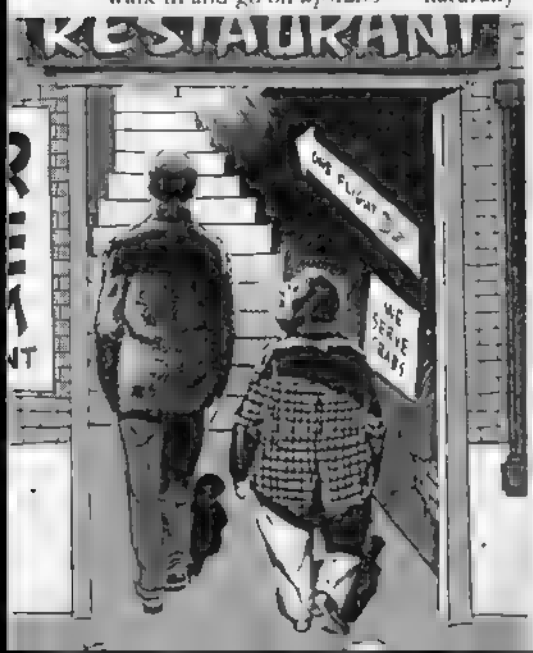
Written by Orson Bean, with Phil Green

Two Chinese fellas get together and agree to eat out. Being in a particularly devil-may-care frame of mind, they decide to go have 'American food' (*There's* a switch!) So they hop in a rickshaw, and they ride over to the poorer part of the city . . . *Americantown,* (which is made up almost entirely of American restaurants and American laundromats.)

PICTURES BY WALLACE WOOD

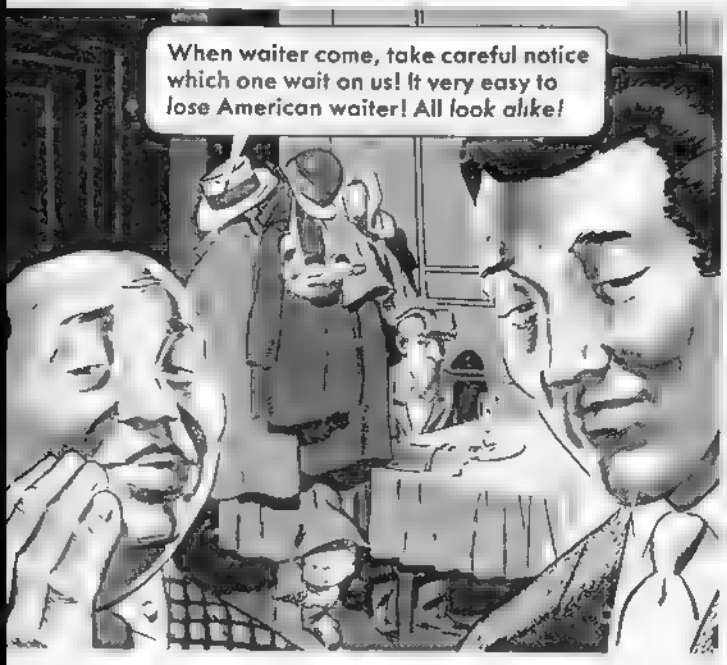
Soon, they find themselves before a typical American restaurant, so they walk in and go on *upstairs* naturally

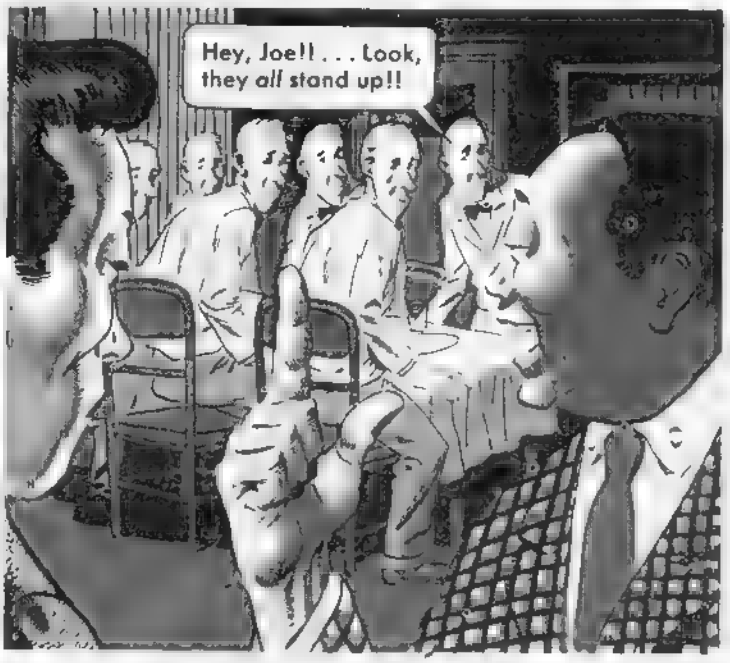
There's not much business in the place (it's between rush hours'), and in the back of the restaurant, six American waiters sit at a table, eating. The two Chinese fellas choose a table, and here is the conversation which follows

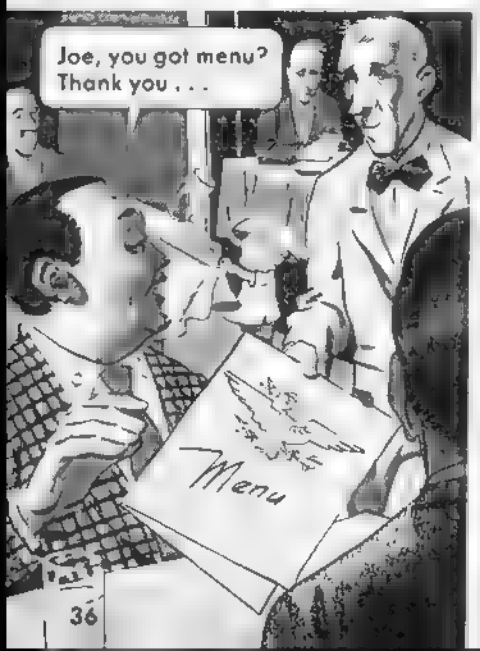


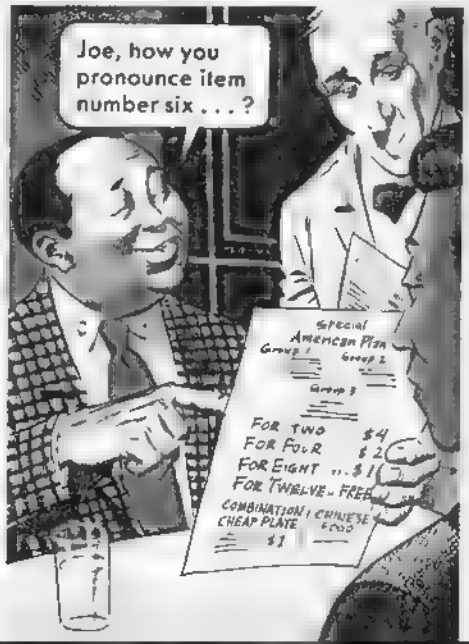
Look . . . six American waiters sit around table in back of restaurant and eat . . . with *knife* and *fork!* How they *do* that?

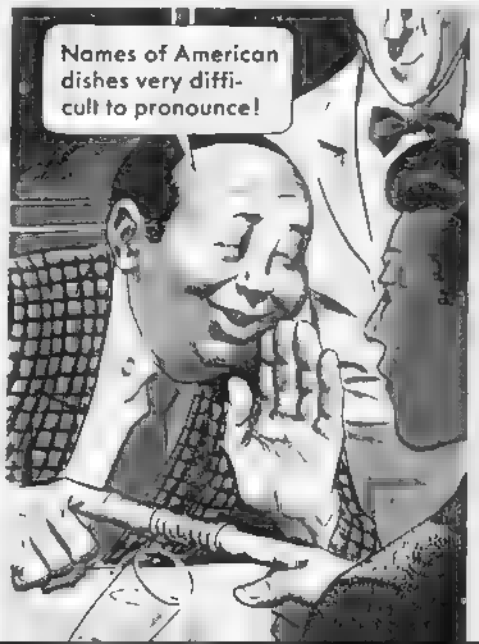
Darn clever, these Americans! I call American waiter over to take order . . .

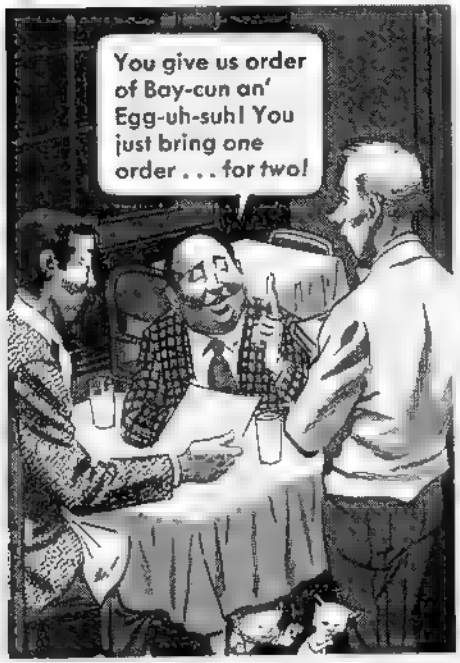

When waiter come, take careful notice which one wait on us! It very easy to *lose* American waiter! All *look alike!*

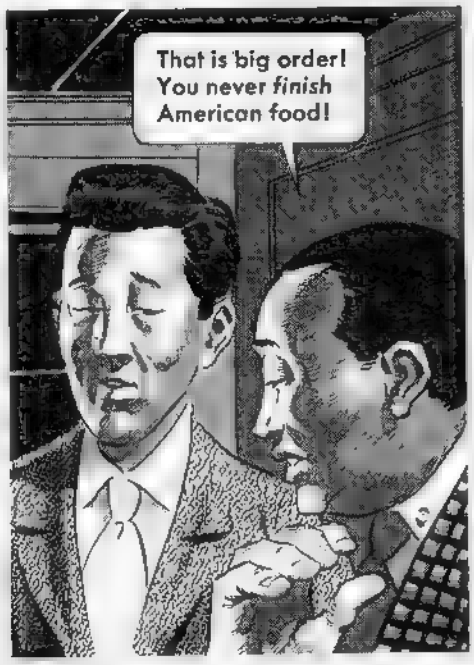

Hey, Joe!! . . . Look, they *all* stand up!!

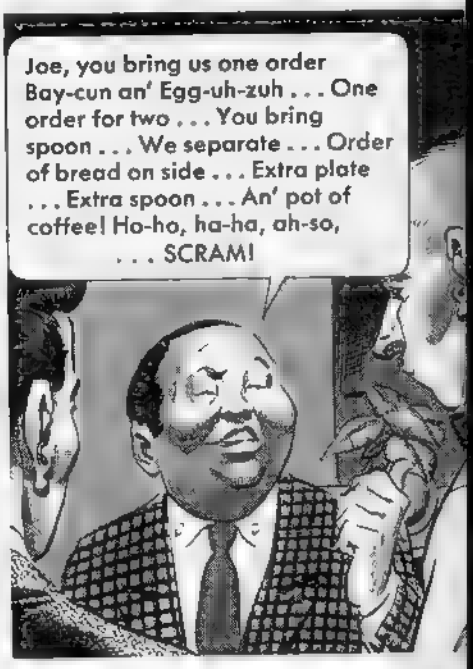

Joe, you got menu? Thank you . . .
Menu


Joe, how you pronounce item number six . . . ?
Special
American Plan
Group 1
Group 2
Group 3
FOR TWO $4
FOR FOUR $2
FOR EIGHT ..$1
FOR TWELVE.. FREE
COMBINATION CHEAP PLATE $1
CHINESE FOOD


Names of American dishes very difficult to pronounce!







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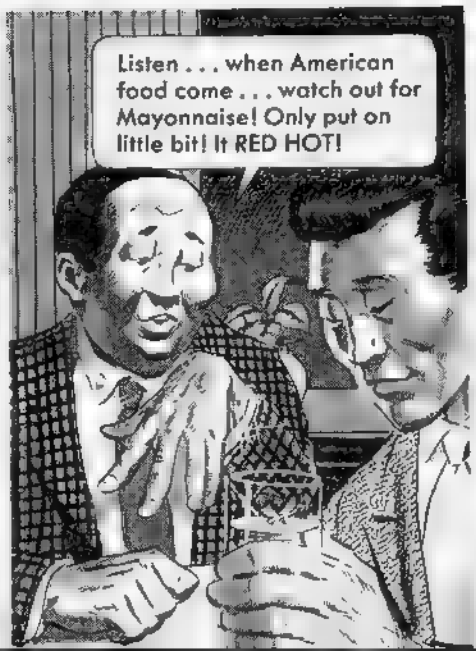
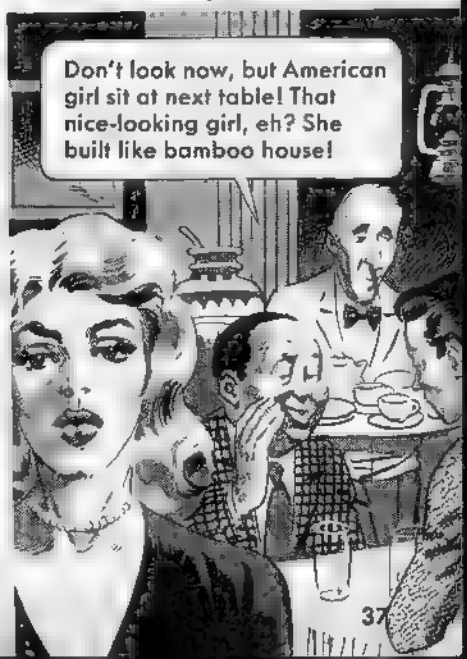
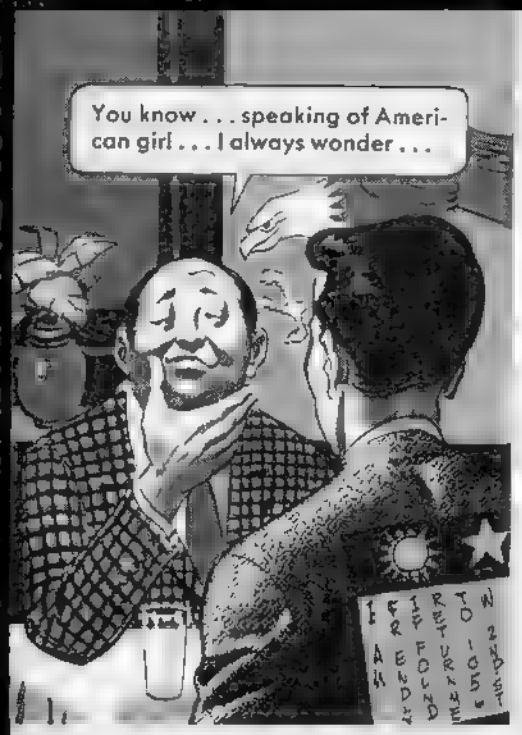
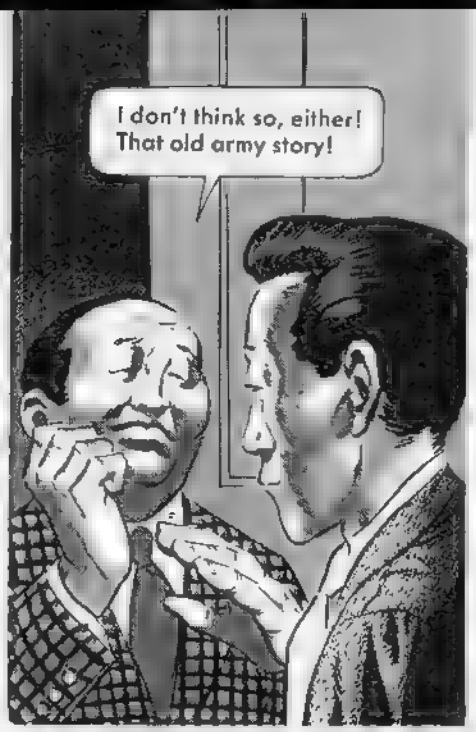
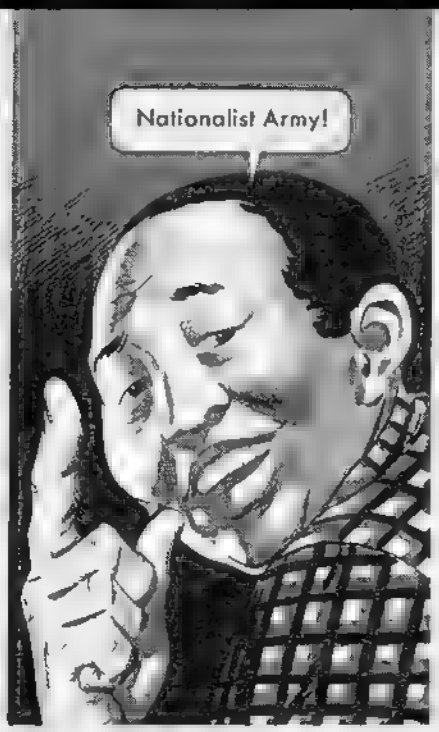
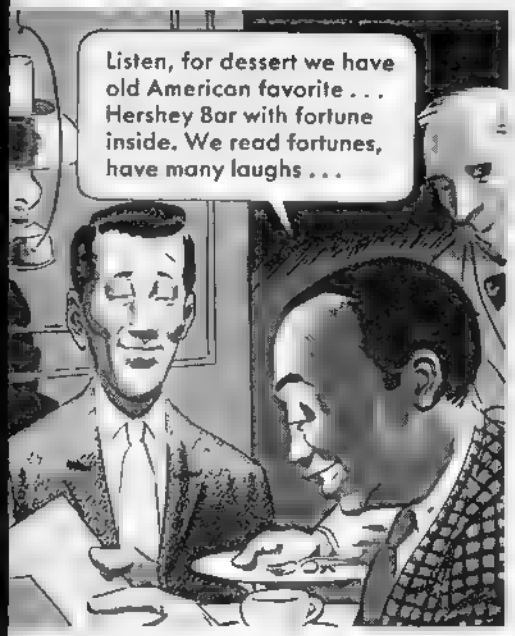





You know . . . speaking of American girl . . . I always wonder . . .

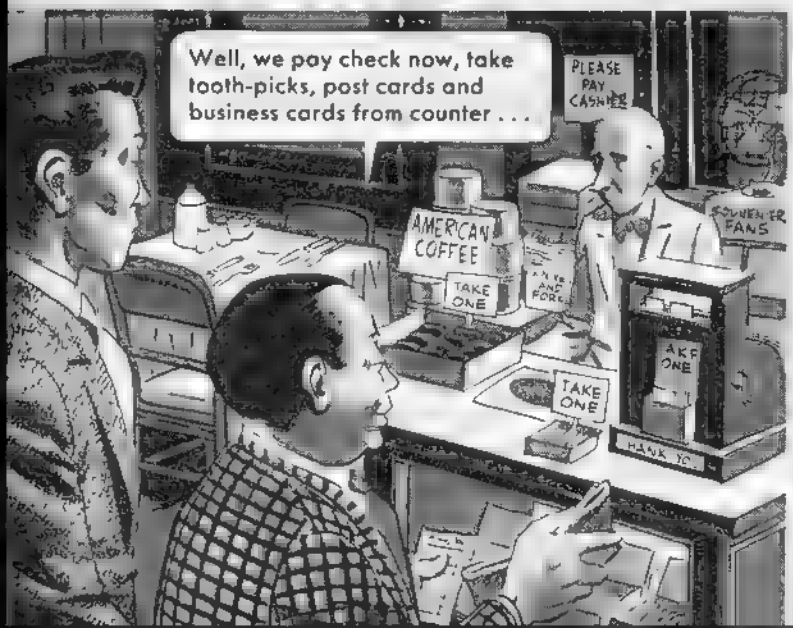

I don't think so, either! That old army story!


Nationalist Army!


Listen, for dessert we have old American favorite . . . Hershey Bar with fortune inside. We read fortunes, have many laughs . . .

Mine say, "You will meet black-haired girl!" *What else?*

What yours say? "Help . . . I am a prisoner in Hershey, Pennsylvania!"?


Well, we pay check now, take tooth-picks, post cards and business cards from counter . . .
PLEASE PAY CASHIER
AMERICAN COFFEE
TAKE ONE
TAKE ONE
TAKE ONE
HANK YOU

You know . . . it *funny thing* about American food! American food very delicious. But . . . no matter how much you eat . . . half hour later . . . you *hungry* again!!
FEW MEN CHEW

LITTLE SQUIRT DEPT.

Hey, remember how, back when we were kids, we were always having contests? Like who could bellywhop the furthest down the hill—without a sled—when there wasn't any snow? And who could collect the most soda bottle tops—with the soda bottles still attached? Harmless little competitions like that? Well, in this next article, MAD's maddest artist, Don Martin, recalls the only contest he ever won when he was a kid:

the spitball contest

ART AND CONTINUITY BY DON MARTIN

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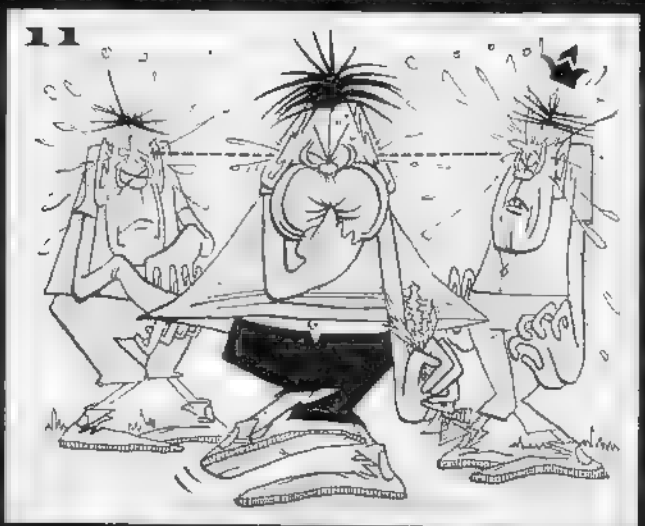
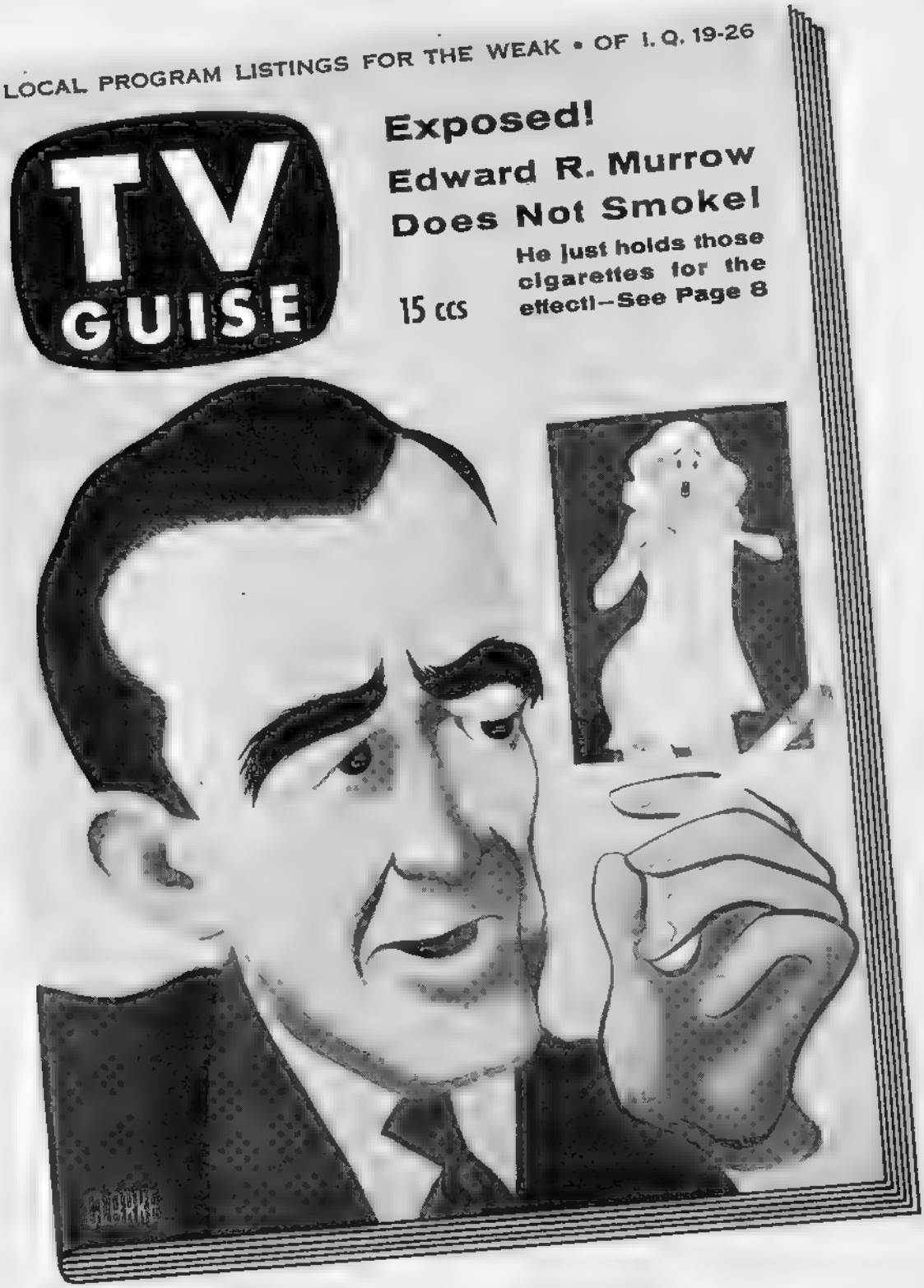
"Many a small boy is the kind of kid his mother tells him not to play with."



"Your mother is the only one of your uncle's sisters who's not your aunt."

GO AX THE OL' CABLE DEPT.

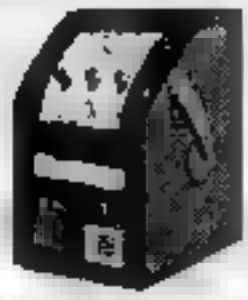
When TV first appeared on the American scene, the big brass of the publishing industry sadly predicted the downfall of magazines. Now that a certain pocket-sized magazine has appeared on the American scene, the big brass of the TV industry are sadly predicting the downfall of television. Because who is gonna watch television after reading . . .



For the best possible reaction to this article, our advice is: skip to the next article. However, if you insist upon reading this one, before you turn the page, you'll have to turn the magazine sideways like this . . .

**...er judge a book by its movie.

TV Teletripe*



NEW YORK Melvin Magnesia reports:

There is talk of building a weekly situation comedy around MARSHAL TITO, tentatively titled I Go Yugo...Next month on Sports Cavalcade, two Norwegian track stars will attempt to set a new world's record by running around MARY MARGARET McBRIDE in 12.8 seconds...The latest ratings show that Africa's top TV program is I Remember Mau-Mau.

* * *

BETTY FURNESS opened that refrigerator door the other night, and SIDNEY SKOLSKY fell out...Juan Peron Sings is being peddled around the networks as a Summer replacement for Juvenile Jury...It is definitely not true that New York's Third Avenue El was torn down so they could make more Oscars for WALT DISNEY.

* * *

DOROTHY LAMOUR is asking $10,000 for each guest appearance. She hasn't had one offer...Biggest TV super-giveaway show yet is looking for a sponsor. Tentative title: Win The World. First question gets you Brooklyn...An instant coffee company had to pay $120,000 for last week's 3 minute commercial. Those millions of tiny flavor buds suddenly exploded, killing the announcer.

HOLLYWOOD Sally Patica reports:

Rumor has it that ELVIS PRESLEY's sideburns were once YUL BRYNNER's hair...LEO DUROCHER, contrary to first reports, will not play in the Hallmark Theater production of Othello...The new Trendex shows Medic left TV with a healthy 98.6...CBS reportedly ready to pay $175,000 for rights to televise MELVIN COWZNOFSKY's Bar Mitzvah.

* * *

There is no truth to the rumor that MICHAEL TODD will restage The French and Indian War for a TV spectacular...Next month ESTHER WILLIAMS appears on TV without a bathing suit for the first time. Don't fail to tune in for this exciting event!

* * *

ALFRED E. NEUMAN goes for the $64,000 question next week, when the sponsors send him over to the bank vault to bring it back to the studio. Good luck, Al!...NBC is looking for new faces. If you know of anybody who got a new face recently, write NBC.

* * *

CHRISTINE JORGENSON slated to play John's Other Wife when the soap opera makes its Daytime TV bow this Summer...Racket Squad pays a visit to The Pinky Lee Show this Saturday. Social call?...LUCKY LUCIANO is being groomed to emcee the EMMY TELEVISION AWARDS SHOW from the Coast next year...ABC planning a Western series as a vehicle for RONALD COLEMAN.

**Are you sure New Yorker started this way?*

TV GUISE SHOW-OFF

Shows That Are Weak

These shows may not be seen in some areas, you lucky devils.

Opinion. 'Should sleeves on jackets have a crease?' Alfred E. Neuman, tailor, answers on 'Meet The Presser'. Sunday aft., NBC.

◀ **Heap.** See Melvin Cowznofski's 1937 Ford as a roadblock on 'Highway Patrol'. Tuesday night, ABC.

Spectacle. See the French Revolution with the original cast, restaged on 'The Ed Sullenpan Show'. Sun., CBS. ▼

Quiz. Irving Furd goes for Grand Coulee Dam on 'Win The World'. Mon., CBS.

Interview. Edward R. Morrow visits Willie Sutton on 'Person to Prison'. Fri. CBS.

TV Movie GUISE

Use this department to plan your entire week's movie viewing. Then forget about it. Pictures scheduled are rarely shown.

SATURDAY

11:00 A.M. (2) "BOSTON BLACKIE MOVES TO CHICAGO" (Mystery) Chesty Morris

3:00 P.M. (4) "I CALLED BILLY THE KID CHICKEN" (Western) The Late George Apley

5:30 P.M. (7) "BOWERY BOYS MEET CAMPFIRE GIRLS" (Free-for-all) Leo Gaudy

9:00 P.M. (11) "SEVEN BRIDES FOR SIX BROTHERS" (Dilemma) Koward Heel

11 00 P.M. (9) "TWENTY THOUSAND LEAKS UNDER THE SINK" (Adventure) Kirk Ductless

SUNDAY

1:00 P.M. (7) "THE SAINT STRIKES BACK AT THE FALCON" (Mystery) Tom Conman

2:30 P M. (4) "THE PICTURE OF DORA IN GREY" (Drama) Hurd Hatfelt

4:00 P M. (5) "MA & PA KETTLE GET DIVORCED" (Finally) Percy Kiljoy

5:30 P.M. (2) "THE DEVIL WITH DANIEL WEBSTER" (Drama) Mrs, Webster

10 00 P.M. (13) "THAT UNCERTAIN FEELING" (Comedy) Christine Jorgenson

11 15 P.M. (7) "SALAMI, WHERE SHE DINED" (Musical) Yvonne De Carload

MONDAY

2 00 P.M. (4) "SHERLOCK HOLMES KILLS DR. WATSON" (Finally) Nasal Rathbone

3 00 P.M. (7) "DRACULA MEETS AN ANEMIC" (Tragedy) Bela Lagoospimples

6 30 P.M. (2) "TARZAN GETS HIGH ON COCANUT JUICE" (High Adventure) Lush Barker

8:00 P.M. (9) "YOU ONLY LIVE TWICE" (Drama) Bridey Murphy

10:00 P.M. (11) "ANGELS WITH DIRTY PICTURES" (Drama) James Gagney

11:30 P M. (2) "CHARLIE CHAN IN BIRDLAND" (BeeBop) Warner Goman

TUESDAY

2:30 P.M. (2) "DAFFY FROM SAN QUENTIN" (Drama) Louis Haywire

4:00 P M. (7) "FRANKENSTEIN EATS UP THE WOLF MAN" (Mystery) Boris Killoff

7:00 P.M. (9) "THE CREATURE FROM THE BLUE LATRINE" (Science Fiction) John Head

9.30 P M. (4) "CONFESSIONS OF A NAUSEOUS SPY" (Drama) Regis Tummy

11:30 P.M. (5) "THE MURDER OF MONTE CRISTO" (Whodunit?) Robert Dunit

12:15 A M. (11) "LAST OF THE MOHICANS" (Survivor) Irving Mohican

WEDNESDAY

3:15 P.M. (1) "CHICKEN, SON OF FLICKA" (Horseplay) Pony Curtis

4:30 P.M. (4) "THE DON AMECHE STORY" (Biography) Alexander Graham Bell

6:00 P.M. (2) "ANDY HARDY GOES BESERK" (Comedy) Mickey Looney

9 00 P.M. (5) "I DANCED WITH GERONIMO" (Western Musical) Katherine Murray

10:30 P M. (11) "LADY CHATTERLEY'S LIVER" (Medical-Drama) Olivia De Halavah

11:15 P.M. (9) "THE WHISTLER RUNS OUT OF AIR" (Musical) Richard Lix

THURSDAY

4 15 P M. (4) "RETURN OF THE SCARLET PIMPLES" (Rash Drama) Burl Hives

5:30 P.M. (2) "IT CAME FROM OUTER THE SINK" (Science Fiction) Hal Roach

7:45 P.M. (7) "THE GAS HOUSE KIDS

TAKE GAS" (Finally) Bully Hatop

9.00 P M. (11) "APACHES ATTACK THE STAGE DELICATESSEN" (Western) Franshot Tongue

10:30 P M. (5) "SWISS CHEESE, SON OF COCHISE" (Western-on-rye) Chef Chandler

11:15 P.M. (11) "HISTAMINE IS MADE AT NIGHT" (Medical-Musical) Frank Love-,oyjuice

FRIDAY

12:30 P.M. (9) "JUNGLE JIM GETS POISON IVY" (Rash Adventure) Buster Crabs

3:00 P.M. (4) "THE BRITCHES OF TOKYO ROSE" (Drama) William Ho.dit

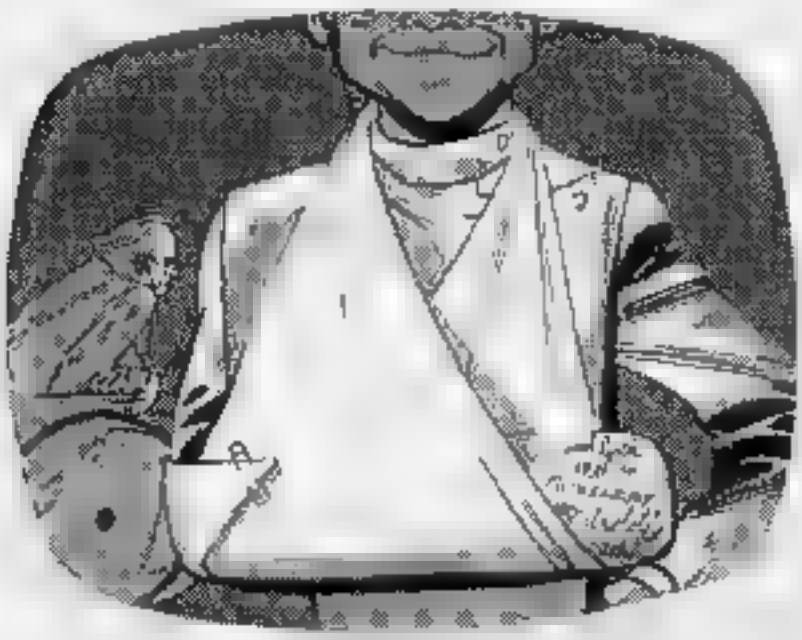
5 30 P.M. (2) "THE WEIGHT OF ALL FLESH" (Heavy Drama) King Farouk

8·15 P.M. (11) "MAGNIFICENT OBSTRUCTION" (Medica,-Drama) Katherine Heartburn

9 30 P.M. (4) "THE INVISIBLE MAN AT THE YWCA" (Utopia) Walter M.tty

10·30 P.M. (9) "MEET JOHN DOLT" (Drama?) Gabby Cooper

11:15 P M. (2) TERRY AND THE PERVERTS" (Adventure) All-Star Hollywood Cast



Van Johnson-Johnson and fine supporting cast in a scene from "Doctor Killdear's Broken Arm", on "Sickbed Theater", Ch. 4.

Gale Storms and Frederic Marchwind in one of the many great moments from "The Rains Came", on 'Movie for a Wet Night', Ch. 7.

Ronald Coolbin in the most exciting scene from "The Light That Failed", this week's feature on 'Million Dullest Movies', MBS.

Claude Reins horses around in this scene from "The Invisible Man at the YWCA", unless maybe it's a scene from a Playtex ad?

TV Programs

SATURDAY
MORNING

7:50 MORNING PRAYER
Topic: "Heaven Help Me Through This Day of TV Trash."

8:00 COWBOY THEATER—Western
Hopalong Cavity teams up with Gene Ornery and Roy Rustler to shoot it out with the notorious gunslinger "The Fershlugginer Kid," played by Jack La Ruthless.

CARTOON PARADE — Kids
Melvin Mouse, Darnold Duck, The Three Little Pugs, Mother Gas, and others

9:00 COOKING — Bumtempers
Mrs. Bumtemper shows us the proper way to prepare Baked Rattlesnake Kidneys. A "must" for the busy housewife on a diet

9:30 CHILDREN'S THEATER—Ed.
Films include "How to Strip Cars," "How to Make Your Own Zip Gun," "Fighting Dirty," and "Crime Does Not Pay."

10:00 TEX AND TINX — Ennui
Interviews with ex-wives of bandleader Artie Pshaw. Usual 15-minute format is expanded today to 3-hour-spectacular

BEAUTY'S ADVICE — Richard Willies
An expert tells you how to make your pimples more alluring, the proper lipstick shades for baldheaded women, making your eczema work for you, and many other helpful beauty hints

10:30 ARTHUR GODFIRE — Variety
A reunion of all the former "Little Godfires," with Julius La Rousted, The McGoing Sisters, Marion Marleft, Frank Packup, and Holysmokey

WILD BILL HICCUPS — Western
Guy Madatsin chases prize beef through green fields (Greenfield's Delicatessen)

11:00 STRUCK IT RICH — Warren Dull
A middle-aged man who lost his wife, family, job, health, and money, desperately needs $28.50 to buy a gun so he can kill himself. Today's "Helping Hand": Alfred E. Neuman, who supplies the ammunition.

MOVIE FOR A SATURDAY MORNING
"Friday Night Hangover" (Scotch-1936) A habitual alcoholic joins AA and becomes a respectable member of society until he poses for a "Man of Distinction Ad." We won't tell you the ending, because we didn't stay to see it. Burp Ives stars. Joan Fountain pours

11:30 LET'S TAKE A DIP — Kids
Funny Sox takes Punk and Gingin for a dip in the refreshing waters of the Antarctic Ocean, where they say hello to a penguin smoking Salem cigarettes

AFTERNOON

12:00 BIG TUB — Circus
Jack Sterile presents some thrilling acts from Philadelphia. Others are from Hunger. Top attraction is high-diver who jumps off a 2500 foot tower into a bowl of cod liver oil. Clowns, laughs, and plenty of commercials.

12:30 ASK THE CAMERAS — Educ.
Filmed answers to such questions as (1) "What is the proper way to puncture an eardrum?" (2) "Are Zulu Headhunters neurotic?" and (3) "How come this show got a sponsor?"

MR. WIZZARD — Science
Mr. Wizzard (Herbert Donert) and his young friend Susan (Mary Fitzpamela) examine hot air today. You'll hear plenty, too

1:00 LONE STRANGER — Western
The Lone Stranger and his faithful Indian friend, Tonta, fight for law, order, and a high Trendex in another episode from those thrilling days of yesteryear, when the West was young, and these stories were new

2:00 BASEBALL ROUNDUP — Jack Lescooties
A roundup of all the baseballs in the

SATURDAY

city. The person bringing in the most baseballs by midnight wins two tickets to see a private showing of the film taken when Ted Williams spit on the grass

2.30 AS THE DIALER TURNS — Serial

John has asked Mary to see David about Helen. Meanwhile, Stephan and Audrey, unaware that Philip has made up with Marge, tell Michael the real reason why Paula left Seymour. Today, we find Phyllis desperately trying to discover if Gloria knows anything about Joe's father, Sam

3 00 ZOO PARADISE — Animals

From Chicago's Lincoln Park Zoo, Marlin Perkup leads a delightful discussion on "The Care and Feeding of The Fiji Island Anteater," and we see some exotic birds smash themselves against their glass-walled cages.

3:30 YOU ASKED FOR THIS? — Art Bookie

(1) A Hottentot Bushman doing the Cha-Cha-Cha at Roseland, (2) A man with no teeth eating Halavah, and (3) A water-skier forgetting to let go when he hits the beach.

NKVD's Top Ten in Russia*

Program	Rating
1. I Love Lenin	100.1
2. The 64 000 Ruble Question	99 6
3. My Little Marxist	87 6
4. Do You Trust Your Comrade?	76.7
5. Proletarians Are Funny	66 6
6. I've Got The Secrets	56 5
7 Poison to Person	44 4
8. What s My Party Line?	36 8
9. The Perry Commy Show	27.7
10. Th s Is A Life?	10 1

Based on Prison Records

NKVD bases its ratings on notations from diaries placed in a select number of Siberian Slave Labor Camps.

4 00 PEOPLE ARE PHONY — Art Sinkwater

(1) A honeymoon couple returns from New Zealand where they were sent to bring back a live giraffe, (2) A housewife hides the contents of her purse in a barrel of chicken fat, and (3) UNIVAC selects the typical American gangster from a list of U S. Senators.

4 30 EARLY LATE MATINEE — Film

"I Buried Jessie James" — (420 B.C.) Little known saga about the obscure undertaker, Melvin Cowznofski, who arranged the funeral for the famous outlaw. Francis X. Bushwacker plays Jessie James, Jessie James plays Melvin Cowznofski, and Melvin Cowznofski plays the horses

5:00 THE VOICES OF FIRESTONE — Concert

Soloists tonight are Sol and Zelda Firestone in a half hour recital of Haitian Voodoo Chants. Eugene Ormandy conducts.

5:30 FACE THE PRESS — Panel

John Foster Dollars faces a panel of newsmen with answers to the question "What is the best way to pack an overnight bag?"

POLITICAL DEBATE — Noise

The Honorable H. Julius Schmutz, candidate for a Senatorial Seat, trades innuendoes with I. M. Windbag, candidate for a Hot Seat. The topic: "Is Baseball Really Ruining our Children?"

EVENING

6:00 YOU ARE HERE — Drama

We take you back to October 24, 1925 to the raid on that floating crap game outside Bayonne, N. J. Everything is exactly as it was, except . . . Where were you?

CAST

1st Crapshooter	F. Fershlugginer
2nd Crapshooter	E. Fershlugginer
1st Kibitzer	R. Fershlugginer
2nd Kibitzer	S. Fershlugginer
1st Lookout	H. Fershlugginer
2nd Lookout	L. Fershlugginer
Fink	U. Fershlugginer
Melvin	G. Fershlugginer
Melvin's Twin	G Fershlugginer
Man with Cigar	I. Fershlugginer
1st Cop	N. Fershlugginer
2nd Cop	E. Fershlugginer
Owner of Dice	R. Fershlugginer

SATURDAY

6:00 SEARCH FOR ADVENTURE
Mrs Velda Adventure s search for her long lost husband, John Adventure, miss ing in the jungles outside an Indo-Ch nese anchovy plantation since 1902

6:30 BETWEEN THEM LINES — Diathermy
No picture, just lines on your screen You try to make out what's between them.

GIANT TELETHON — Marathon
From Saturday night after supper to Thursday morning after breakfast, Dennis Germs emcees the 1st annual telethon for the benefit of the New York Giants Baseball team. Many celebrities promise to appear. None will probably show up

7.00 LUSHIE — Drama
Story of an intoxicated dog who drinks from the flask traditionally fastened to his neck. Tommy Retching, Jan Claypot, George Cincinatti, and a mutt

NOAH'S HOG — Animals
A tender love story of a mature hippopotamus for an adolescent zebra, and the Vet who brings them together

7:30 BEAT THE CLUCK — Bud Holler
Tonight's Jackpot is worth 39¢. Stunts include (1) Hanging your wife from her thumbs while whistling "Hounddog" with your mouth full of Graham Crackers, (2) Pushing a Cashew Nut through the Holland Hunnel with your nose, blindfolded, and (3) Ducking for apples in a tub of gin

CONFIDENTIAL FILLER — Fall Coats
"The Senile Delinquent," an expose of the old age crime wave in our City Blindfolded guest is an 85 year old leader of a Serutan Hijacking gang Children only

8 00 HAMATURE HOUR — Music?
Tonight, Ted Muck salutes Creepy Creek, Utah. Talent includes a singing grave digger, a dancing cesspool cleaner, a yodeling pickpocket, and a used car salesman who plays trumpet through his nose

THE PERRY COMA SHOW — Variety
The nation's most relaxed singer entertains guest stars Pearl Belly and Billy

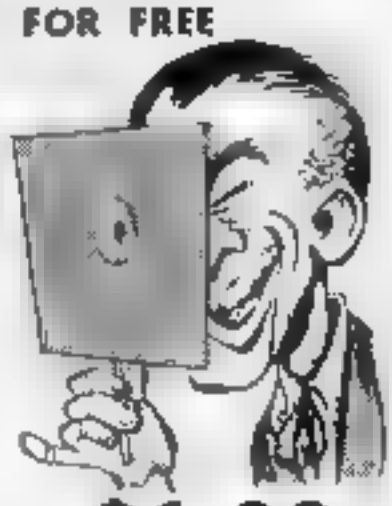
CONTINUED ON NEXT PAGE

BORED WITH TV?

IS THE THRILL OF VIEWING GONE?

IT'S ONLY NATURAL!

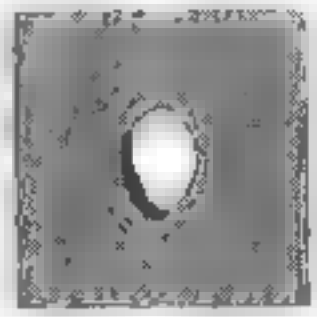
ANYTHING YOU GET FOR FREE LOSES ITS CHARM!



TIME YOU TRIED OSSZEFOGVA'S TV BOMB SIGHT-CARDS

$1.98 EACH

Peer at those TV bombs through the new, sensational Osszefogva Sight-Cards! Revive excitement of watching something for nothing!

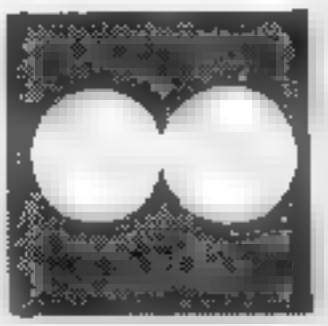


Bored with TV baseball? Remember the sneaky fun watching a game through that hole in the fence? Bring back the good old times with this . . .

Osszefogva

"KNOT-HOLE" SIGHT-CARD

Tired of the same old mushy TV love scenes? It'll be like you're spying on that couple across the way when you watch 'em through this . . .



Osszefogva

"BINOCULAR" SIGHT-CARD

Sick of all those TV commercials? You will love them again once you start drawing a bead and blasting away at Polly Bergen with this .

Osszefogva

"TELESCOPIC" SIGHT-CARD

Going crazy from those intimate TV interview shows that don't seem so very intimate any more? Revive that "Noseybody" feeling with .

Osszefogva's

"KEY-HOLE" SIGHT-CARD

On Sale At Your TV REPAIR SHOP

Exlaxtein, by falling asleep while crooning "You Go to my Bed."

8.00 (TT) ED SULLENPAN — Variety
Tonight's line-up includes the French Revolution, with the original cast; the entire city of Akron, Ohio, doing a step-dance; an explosion of an H-Bomb; and other acts.

8:30 (ω) FILM SHORTS — Movies
Men's latest underwear fashions

9 00 (S) I HAD THREE WIVES — Dilemma
By day, a busboy in the F.B.I. cafeteria by night, a numbers-runner for a gang of Communist bookies; and in the afternoon just plain Herbert Goldbrick, husband, father, and draft-dodger

(D) THE JACKIE GLUTTON SHOW — Variety
Jackie is seen as "The Poor Slob," "Booby, the Repairman," "Wretched Van Glutton," and "Ralph Crumbum Art Corny and Audrey Meddies

(O) SEESAWS HOUR — Variety
Another visit with the commuters as portrayed by Sid Seesaw and Janet Blah . . . (or is it Nanette Fatray?) (or is it Imogene Coocoo?)

9:30 (€) INNER SANCTUARY—Terror
Ravemad, your host, opens up the squeaky door, and finds it's the Ladies Powder Room at Birdland. Frightening!

10 00 (★) YOUR HATE PARADE — Music?
The nations seven most obnoxious tunes, as sung by Sneaky Lanson and a fine cast

(X) THE BILLIONAIRE — Loot
Michael Agony hands a billion dollars to Charles Van Doren, proving the old adage that "Money Begets Money

(✱) THE $64,000.01 QUESTION — More Loot
Opera Star, Giovanni Barracuda back to try for the jackpot question in his category . . . "Shoemaking

11:00 (JI) WRESTLING — Live
An unidentified man and woman are caught by TV cameras as they wrestle in Room 419 of the Acme Hotel

BASKETBALL — Bribery
Knicks vs. Knooks at Nogoodnick Arena

12:00 (ᴊᴊ) EVENING PRAYER
Topic Thank Heavens today's programs are over!

From Our Reader

Correspondence for this department should be addressed to Regional Editor, TV GUISE, Lighthouse #458, Indian Ocean.

Bob

Clarke

I recently murdered my husband by strangling him with the television antenna. Do you think this would make a good story for a TV program?—*Mrs. Mal A. Justed, Osszefogva, Pa.* [*Please submit all program ideas direct to the networks or stations.*]

Other people get such good reception on their television sets! So how come I get so much snow?—*Kris Kringle, Reindeer Station, North Pole*

I think that "I Led Three Lives" is the finest show on TV.—*John Charles Thomas.*

I always watch TV from a bar on Third Avenue, and I think Eddie Fisher is the greatest singing team in the business.—*Constant Lee Potted*

I'm sick and tired of the same old drivel on TV. What television needs is fresh new blood.—*Count Dracula*

We want more in good drama! We want more in top comedy shows! We want more in TV spectaculars!—*Irving More, Morestown, New Jersey*

I missed the last fifteen minutes of "Hamlet" on TV recently. Will you please tell me how it turned out?—*Bewildered.* [*Sorry, we were watching "Kukla, Fran & Ollie" at the time. If you find out, let us know.*]

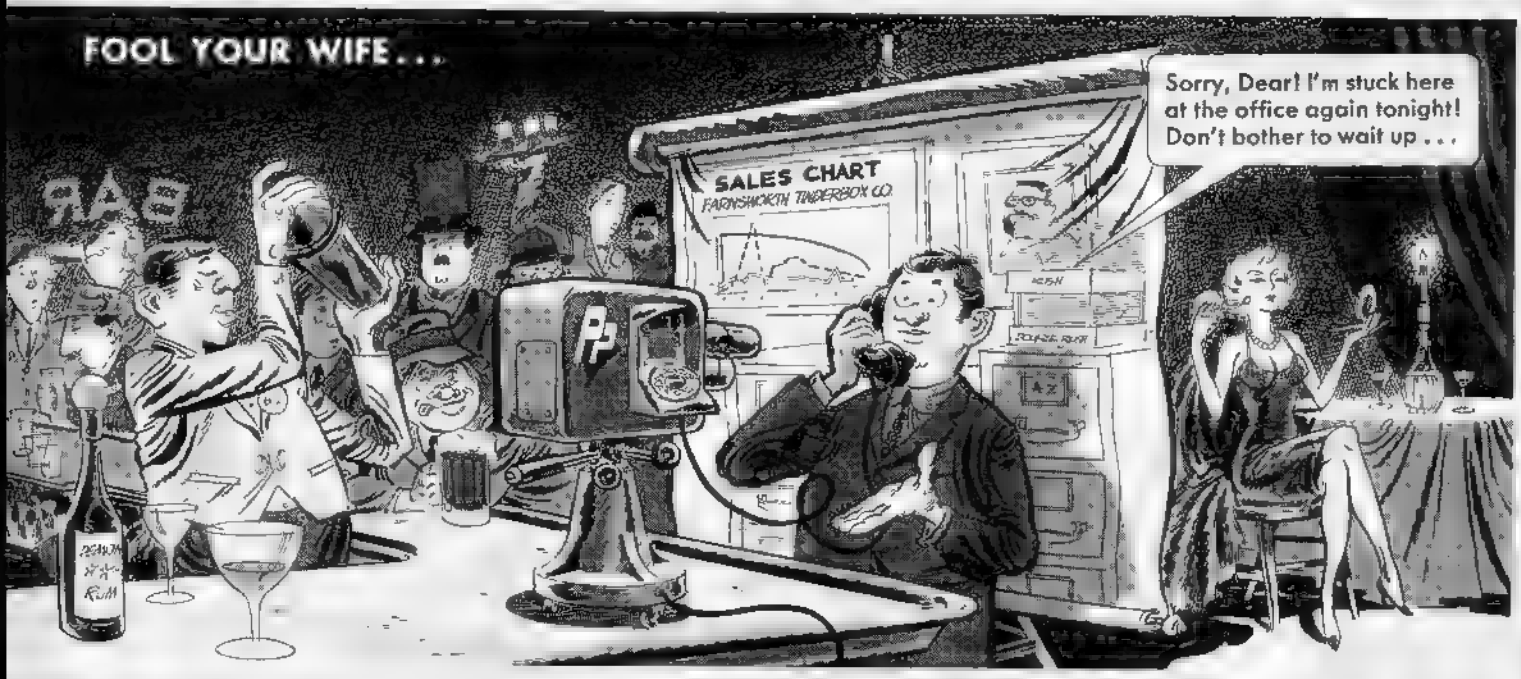
Let's do away with all those "live" TV shows. What I want to see is more "film".—*Sam Molar, D.D.S.*

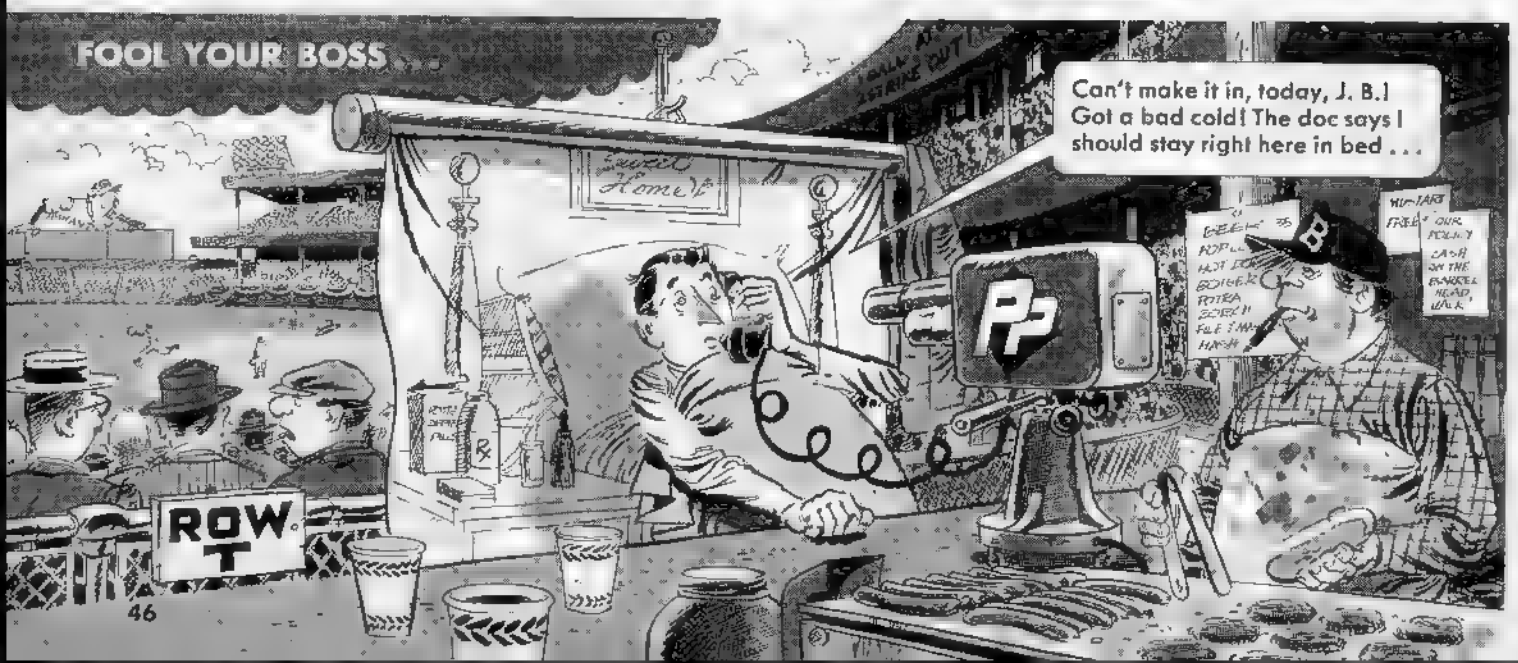
SEEING IS BELIEVING DEPT.

You've heard about this "Picture-Phone"... the coming telephone system where you not only hear, but see the person you're talking to? Well, we at MAD are worried about a big problem its use is sure to create. And we're not talking about the problem: How you gonna answer the "Picture-Phone" when it rings while you're taking a bath? This is no problem for us, since we don't take baths. What we're worried about is the problem: How you gonna tell them little white lies, when the people you're trying to fool can see for themselves you're a faker? The solution, as we see it, is: Some smart operators . . . Us, for example! . . . should bring out a kit specifically designed for fooling people on "Picture-Phone". You would merely tell them little white lies while standing before old window shades cleverly converted into:

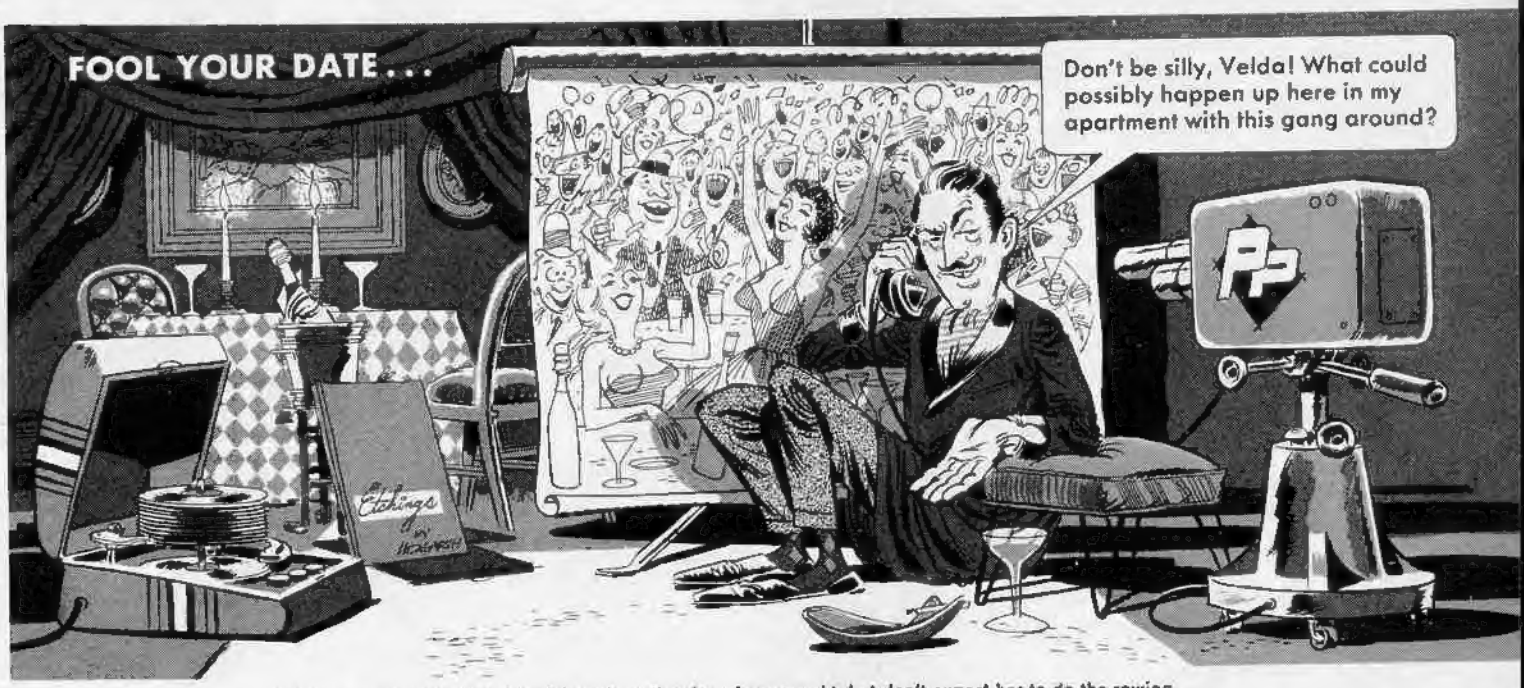
MAD'S PICTURE-PHONE BACKDROPS

PICTURES BY GEORGE WOODBRIDGE





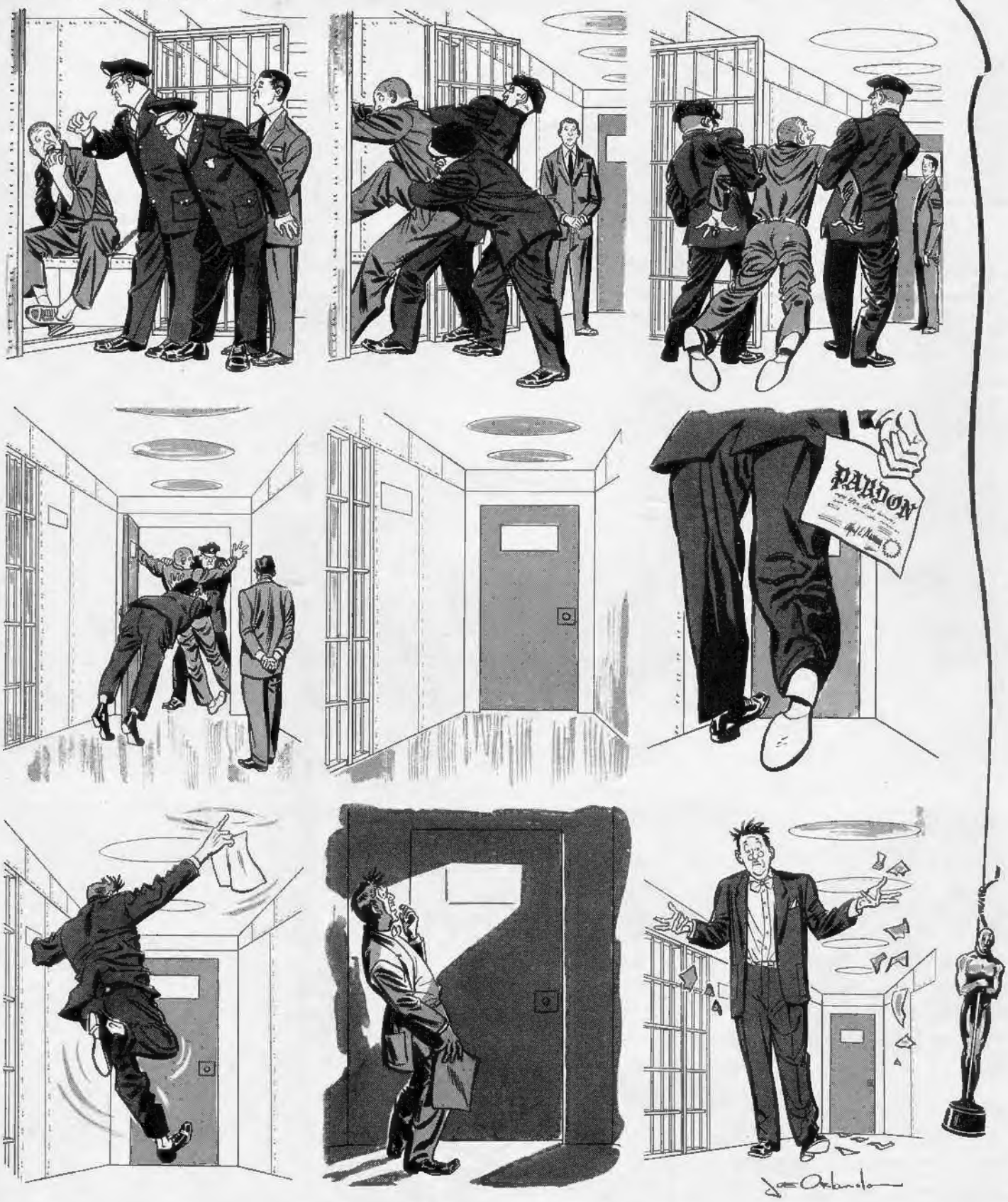
"The trouble with people is their trouble with people



**A woman may not mind your lying about the size of your yacht, but don't expect her to do the rowing.

Scenes We'd Like to See

The Last Minute Pardon.



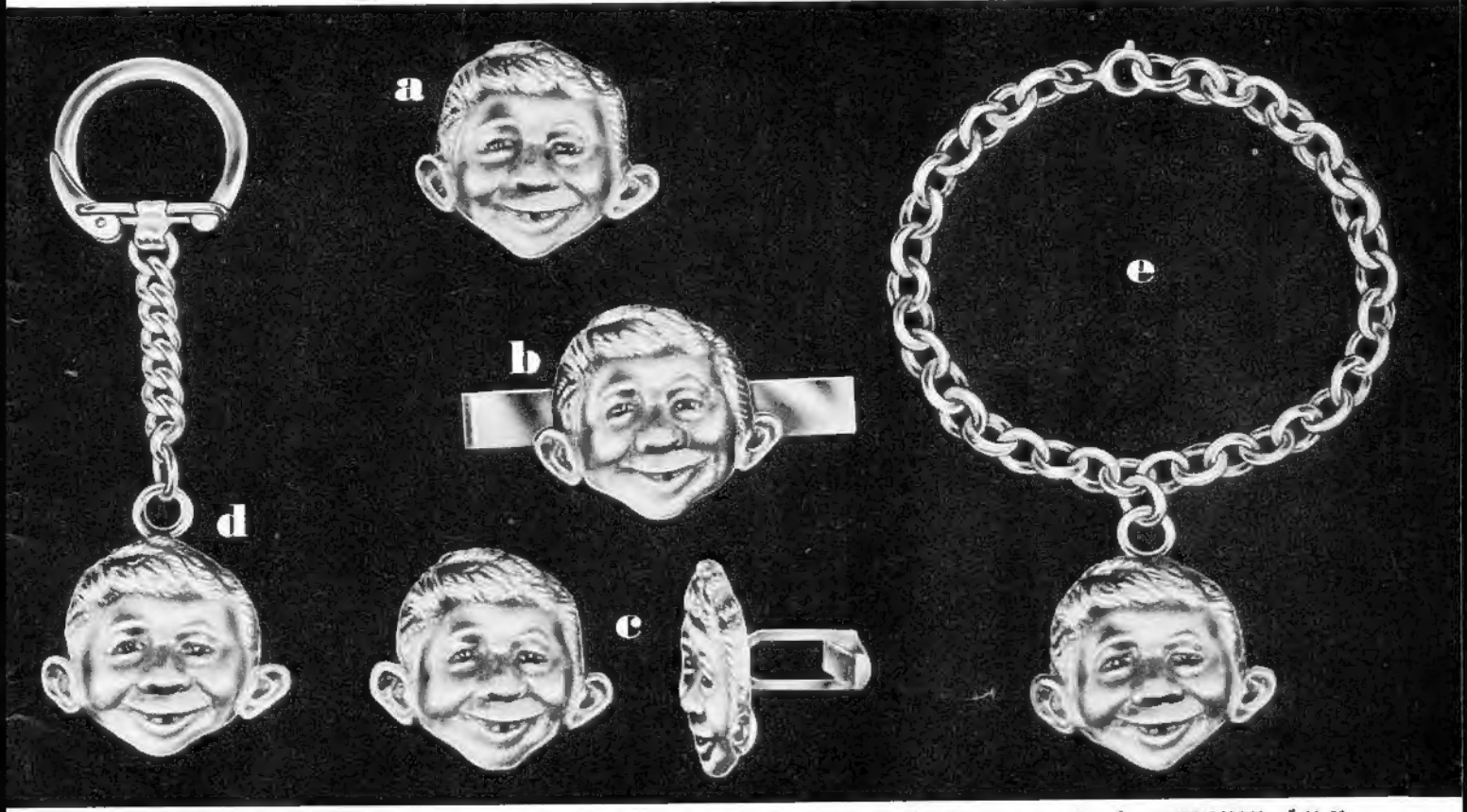
**We'd be better off if politicians would tax their minds instead of us.

LOOK MAD! FEEL MAD! BE MAD!

BE THE ENVY OF YOUR FRIENDS AND THE TALK OF YOUR NEIGHBORHOOD! WEAR CUSTOM-MADE

MAD JEWELRY

Featuring MAD's "What . . . Me Worry?" Kid



Real no-kidding honest-to-goodness stunning jewelry, styled exclusively for MAD magazine by ASTRAHAN of N.Y. in gleaming silver plate. All prices include Federal Excise Taxes, boxing, shipping, and postage prepaid.

a MAD LAPEL/SCATTER PIN

Your good suit will look better with a "What . . . Me Worry?" Kid lapel pin. It'll look best with a lapel, but pin will help. Or give it to your girl as a scatter pin. If you have no girl, scatter a few. You'll pin one! **$2.00**

b MAD TIE PIN

Tie always flapping in the breeze? The sturdy alligator clasp of this "What . . . Me Worry?" Kid pin will hold back that tie for good. No telling how long people will hold back laughter, though **$2.00**

c MAD CUFF LINKS

If you wear these "What . . . Me Worry?" Kid cuff links with long-sleeved shirts, you'll amuse your friends. If you pierce your wrists and wear them with short-sleeved shirts, you'll kill your friends! **$3.00**

d MAD KEY CHAIN

Next time you stand on that corner whistling at girls and swinging your keys, swing them on a "What . . . Me Worry?" Kid key chain. This may not improve your "picking-up-loose-girls" average, but it will definitely improve your "picking-up-loose-keys" average **$2.00**

e MAD CHARM BRACELET

If you're a boy, a "What . . . Me Worry?" Kid charm bracelet is an effective gift. It will charm your girl into breaking up. If you're a girl, a "What . . . Me Worry" Kid charm bracelet is an effective conversation piece. People will talk about you behind your back! **$2.00**

Mail this coupon or duplicate with money . . . today . . . now . . . while you're still under the spell of this clever ad.

MAD JEWELRY
225 Lafayette Street
New York City 12, N. Y.

Rush me the pieces of MAD Jewelry I have checked.....today.....now.....while you're still under the spell of the $..... I have enclosed.

a. MAD LAPEL/SCATTER PIN....$2.00 ☐ b. MAD TIE PIN.....$2.00 ☐
c. MAD CUFF LINKS.....$3.00 ☐ d. MAD KEY CHAIN.....$2.00 ☐
e. MAD CHARM BRACELET.....$2.00 ☐

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GET EVEN WITH FRIENDS WHO SEND PICTURE POSTCARDS! SEND BACK THESE . . .

MAD PICTURE POSTCARDS

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THE GRAND CANYON, ARIZONA.

FROM MAD

Souvenir Views of London: No. 12 "BIG BEN"

Veduta del Colosseo, Roma.

View of the Colosseum, Rome.

FROM MAD

CLARKE